JUNE 12, 1944

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The Weekly Newsmaga[illegible]f Radio

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## HOW TO SHOCK A SPONSOR . . . *pleasantly*

MONTH AFTER MONTH, WOR's Continuing Study of Radio Listening in Greater-New York* uncovers little facts that shock sponsors pleasantly.

Sometimes it's a rating that's nudged its way upward. But most times it's information deeper than that; data regarding your show which *only* WOR's Continuing Study can reveal to you.

For instance:

Your healthy rating may or may not have changed, but perhaps your audience has. That middle income group — the ideal market for your product — may be almost twice as great as it was two months ago.

Again, perhaps more women than men are now listening to your show. And women may be *exactly* the people to whom you want to talk.

Alert timebuyers who know that *more goes on behind a rating than the rating shows*, make it a habit to contact WOR regularly for data such as this. The effort, they find, is amply repaid by the pleasant shock the facts give their clients.

Why not call WOR today about *your* time or show? For greater accuracy, economy and ease, there's nothing like using WOR's exclusive "Continuing Study of Radio Listening" as a yardstick. It's the key to a greater per-penny profit on every penny you invest in New York radio.

*– that power-full station* **WOR**

* *a monthly personal interview study conducted by Crossley, Inc. exclusively for WOR, New York*

*Grace Wilson (left) as she looked about the time she sang the first song on WLS on opening night, April 12, 1924, and today (circle), still entertaining WLS listeners. Tom Corwine, impersonator and second mate of radio's first "Show Boat," also started at WLS in 1924. Large photo shows him about that time, circle as he is today. Bill O'Connor (lower square), Irish tenor, is another 20-year veteran, still with us. Pianist John Brown (upper square) has been with WLS as accompanist and soloist since 1927.*

# OLDTIMERS

## *And How WLS Listeners Love Them!*

Old friends are the best friends . . . and that's just the way radio listeners in Midwest America feel about WLS. For 20 years we have been giving them what they want in entertainment, friendly counsel in their business and in the problems of everyday living. For that entire 20 years, listeners have been hearing some of the same folks; many more are 15-year veterans.

When one of these veterans has a birthday, there's sure to be a card shower from listeners. A new baby brings forth a flood of gifts from radio friends. Even the newcomers to our staff soon share this close friendship with listeners. Naturally, such friendly listeners are loyal to the station . . . loyal and responsive. That's why *WLS Gets Results!*

*Advertisement number 1 in a series designed to show the close relationship between WLS listeners and our staff, due to their long association with the station.*

WLS

890 KILOCYCLES
50,000 WATTS
BLUE NETWORK

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CHICAGO 7

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# THE HOME TEAM DRAWS THE BIGGEST CROWD

IT'S the home-town team that stirs the crowd enthusiasm; and it's the friendly home-town radio station — a booster for local enterprise — that reaches the greatest number of local homes and stimulates buying for the local merchant.

There are twenty-one home-town teams in The Yankee Network league — twenty-one teams (or stations) that support and have the support of home-town merchants and reach 2,055,010 radio homes.

This in a very practical sense is complete coverage of New England's trading areas and buying power. Of New England's 8,437,290 population, 8,377,543 are within the service areas of Yankee's twenty-one stations.

You can't reach so many people, so fast and so effectively in any other way. It's your best medium for home-crowd appeal.

**THE YANKEE NETWORK**
INCORPORATED
*Member of the Mutual Broadcasting System*

21 BROOKLINE AVENUE
BOSTON 15, MASSACHUSETTS

EDWARD PETRY & CO., INC.
Exclusive National Sales Representative

***ACCEPTANCE* is THE YANKEE NETWORK'S *FOUNDATION***

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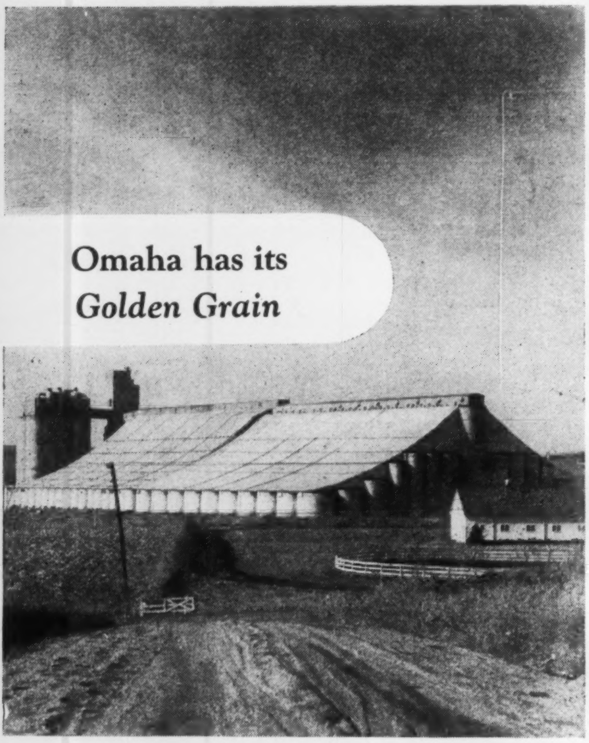
**KOIL** Columbia, of course The Radio Buy of **OMAHA**

San Francisco
has its
*Golden Gate*



**Omaha's Prosperity is as Substantial as Her Wealth of Grain**

When gold lured thousands to San Francisco's Golden Gate, Omaha was unknown. Today, Omaha's wealth is more basic than gold. Omaha's golden hoard lies in its 13 terminal elevators, capable of holding 28 million bushels of sun-ripened grain.

Omaha's prosperity is as basic and stable as agriculture itself. Investigate the possibilities of this rich market. KOIL (basic Columbia) reaches the Omaha market at low cost. Tap this golden harvest directly, daily, through KOIL.

THIS MARKET
MEANS BUSINESS

For first quarter 1944: Omaha Bank Clearings were $1,029,800,000 (16.5% above similar 1943 period); Bank debits were $1,060,210,000 (10.6% above similar 1943 period).

*Represented Nationally by Edward Petry Co., Inc.*

KOIL CBS in *Omaha*
5000 WATTS ... 1290 KILOCYCLES

SUBSCRIPTION PRICE: $5.00 per year 15c per copy

# BROADCASTING

**The Weekly Newsmagazine of Radio**
**Broadcast Advertising**

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*IN THIS ISSUE—*

D-Day Gives Radio Greatest Opportunity 9
Allied Radio Service Begun in Europe 9
Radio Clears Way for Invasion 11
All Nets Carry Hicks' Film Recording 11
AFM Stands Pat on Recording Issue 12
President Opens Station Tax Returns to Probe 12
Marshall Field Buys WSAI for $550,000 12
Neville Miller Deputy UNRRA Chief In Cairo 14
Democrats Name Reinsch Radio Director 14
NAB Plans Two-Day Meeting 16
WBBM to Clear Channel in KFAB Shift 16
Cosgrove Heads RMA; U. S. Equipment Lauded 18
Newspaper Survey Full of Loopholes 22
FCC Demands More Renewal Details 26
ASCAP Answers NAB Music Group 32
OWI Tells D-Day Story in 28 Tongues 62
How Individual Stations Handled D-Day 65
Probers Told FCC Planned Press Monitor Service 67
London Covers the Invasion
—*By Stanley P. Richardson* 70

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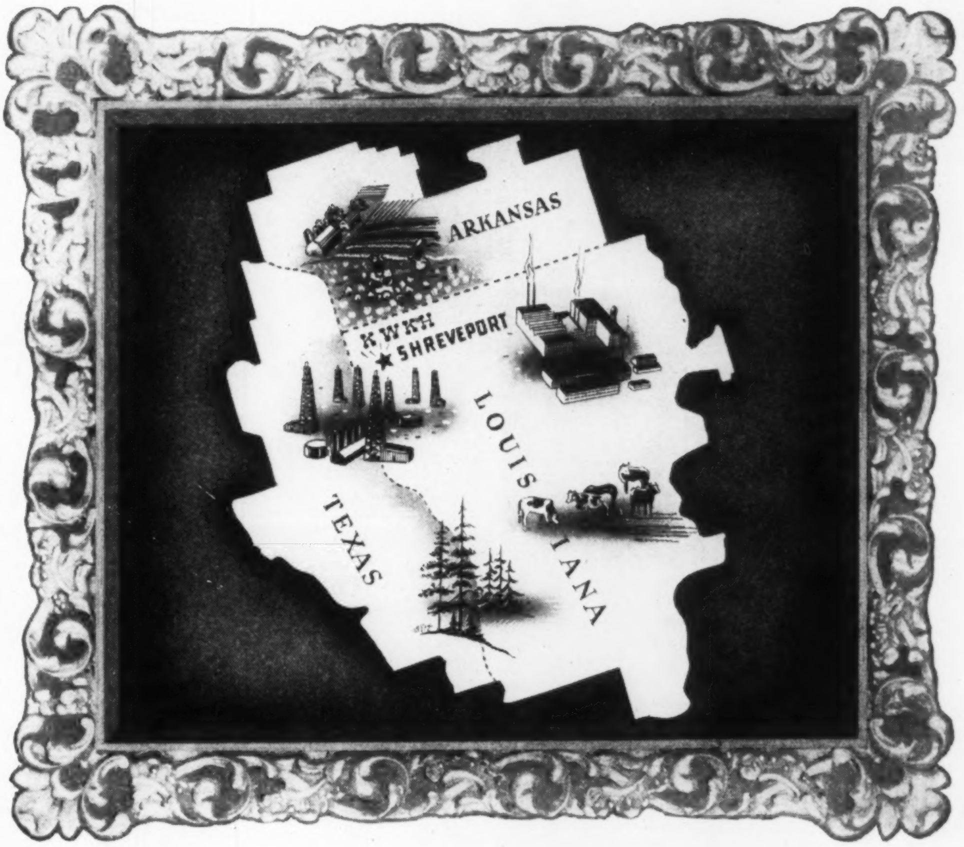
JOHN BLAIR & CO. ... NATIONAL REPRESENTATIVE



# PORTRAIT OF A *Diversified* MARKET

The last few decades have seen a marked expansion in the exploitation of this market's many resources. Oil and natural gas are produced in abundance. More than 14,000,000 acres of pine and hardwood provide a thriving lumber and pulp wood industry. Improved cultivation methods have brought about increased agricultural activity, dismissed one-crop farm programs. In the last 10 years alone, a fast-growing livestock industry has rapidly matured into undreamed-of proportions. It is all these things combined that make this East Texas-North Louisiana-South Arkansas area a great and profitable market for your advertising dollars. And only KWKH offers complete, effective coverage for your message. An inquiry will bring you further details, or . . . ask a Branham Man!

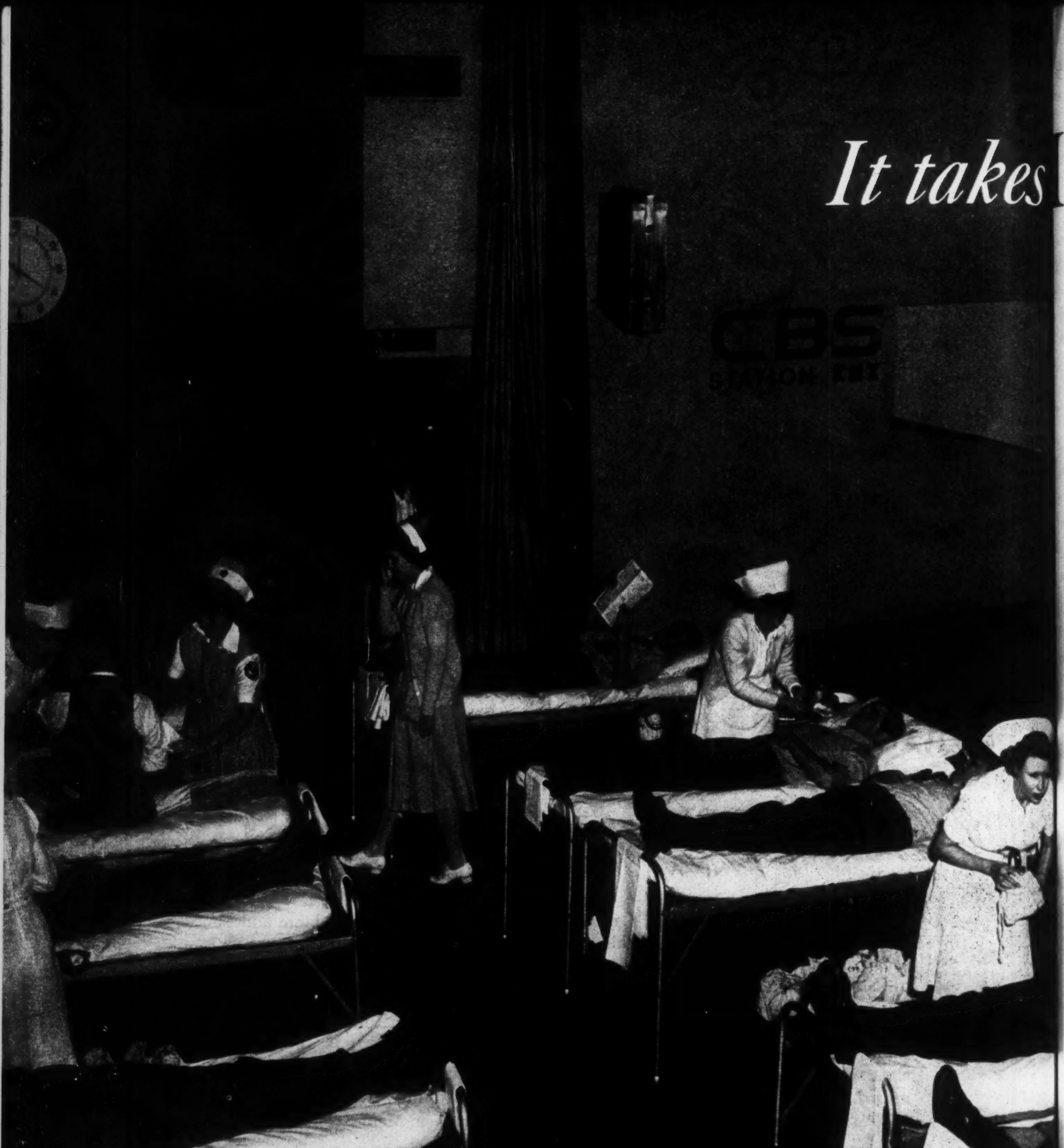
# KWKH

## 50,000 WATTS

## CBS

**A Shreveport Times Station** **Represented by the Branham Co.**

**THE *SELLING* POWER IN THE *BUYING* MARKET**


CBS
STATION KBX

# *It takes*

# IDEAS *to make a network*

## . . . this one helps save lives

During this year of invasion, the American Red Cross is charged with the task of obtaining from volunteer donors even more blood than the 4,000,000 pints it sought in 1943. Out here on the West Coast we're helping—Columbia Pacific and the Sea Island Sugar people who sponsor a weekly program called *I Was There.*

The past half year Sea Island has focussed this broadcast on helping the Red Cross. Its direct appeals have sent thousands of West Coast listeners to nearby blood donor centers.

The success of our combined efforts has been creditable. After five months, the Red Cross reported a 30% increase in San Francisco donations. The Los Angeles donor center calls *I Was There* one of its "best sources."

Listeners are not the only ones who give blood. The studio audience volunteers donations right after the show; so, periodically, does the cast of *I Was There.* And every ten weeks the entire Hollywood staff of Columbia Pacific holds a "Blood Bank Night."

In recognition of Sea Island's efforts, Norman H. Davis, chairman of the American Red Cross, issued a citation: *"Certificate of appreciation for outstanding cooperation with the blood donor service."*

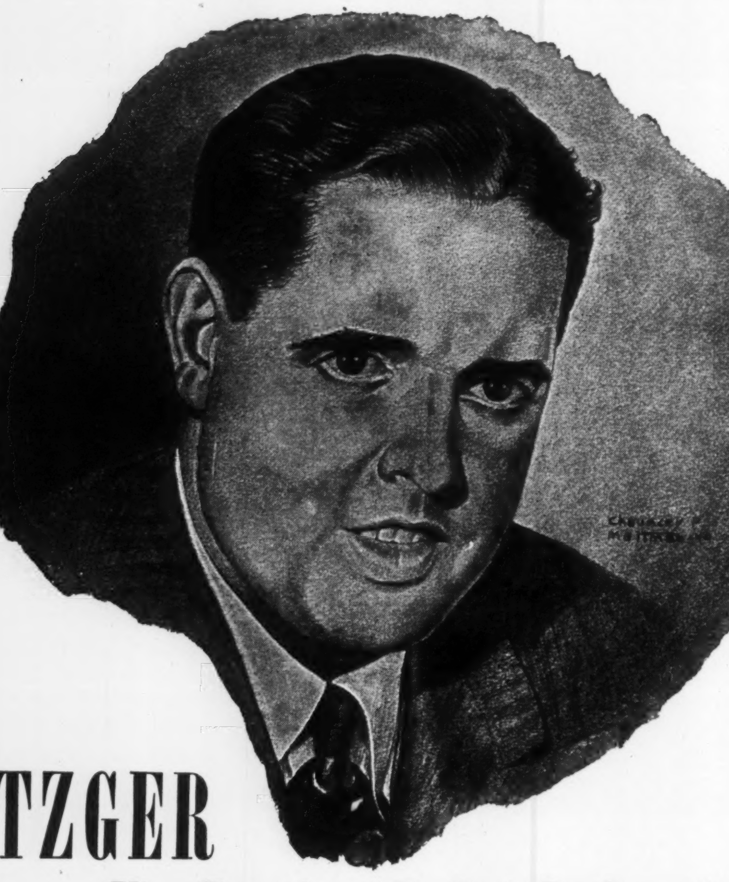
*I Was There* provides a powerful background for these blood donation appeals. Its personal accounts by people who "were there" at gripping world events—when the *Helena* went down in Kula Gulf, when Petain gave up, when Doolittle visited Tokyo—bring the war grimly close. It is hardly surprising that, of 52 shows now produced for Coast networks, *I Was There* consistently ranks among the top ten in Hooper ratings.

Like all Columbia Pacific programs, there's an *idea* behind it. This one is the determination to save lives, to help bring more fighting men home safely when the war is over. It's a worthy war job implemented by a patriotic sponsor. We're frankly proud it's on Columbia Pacific, the *idea* network.

COLUMBIA
*Pacific*
CBS
NETWORK

*A DIVISION OF THE COLUMBIA BROADCASTING SYSTEM*
**Palace Hotel, San Francisco 5 • Columbia Square, Los Angeles 28**
**Represented by Radio Sales, the SPOT Broadcasting Division of CBS**

ONE OF A SERIES FEATURING OUTSTANDING USERS OF SPOT BROADCASTING



# ROS METZGER

***Vice President (Radio), Ruthrauff & Ryan, Inc , Chicago***

## *Says*—"Spot broadcasting permits a hit show in every market on the list"

●Yes, and that statement makes a hit with us, Mr. Metzger! Because, believe it or not, there really are some people who still think spot broadcasting is confined solely to one-minute spot announcements!

●Just to amplify Mr. Metzger's words a little, we'd like to add that there are dozens of spot-broadcasting advertisers who use time on large numbers of stations, who have selected in each market a popular local show (often with a higher listener-rating than even the best-known network shows), and who are thereby doing a truly national job of *extraordinary* effectiveness and economy. We of Free & Peters are proud to have helped many such advertisers to achieve that result. Tell us the markets that interest you, and we'll give you the facts about the local radio situation, the market and listener statistics, and even the available local shows of proven merit. •Say when!

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| **... IOWA ...** | |
| WHO | DES MOINES |
| WOC | DAVENPORT |
| KMA | SHENANDOAH |
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| WCBM | BALTIMORE |
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| WIS | COLUMBIA |
| WPIF | RALEIGH |
| WDBJ | ROANOKE |
| **... SOUTHWEST ...** | |
| KOB | ALBUQUERQUE |
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**HOLLYWOOD:** *6331 Hollywood*
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BROADCASTING
*and*
Broadcast Advertising

Vol. 26, No. 24 WASHINGTON, D. C., JUNE 12, 1944 $5.00 A YEAR—15c A COPY

# D-Day Gives Radio Greatest Opportunity

## Networks, Stations Rise to Occasion With Graphic Invasion Account

By BRUCE ROBERTSON

HISTORY'S mightest military operation last week gave to American radio its greatest opportunity for spot news coverage. Radio was not found wanting.

Months of preparation by stations and networks alike, buttressed by the reports of the world-wide news associations, in a twinkling were translated into steady, smooth handling of the European invasion, with the first flash after midnight June 6. Service has proceeded since without a hitch, achieving for radio enlarged stature, reliability and dignity as the swiftest and most articulate of the news disseminating media.

Calmly, seriously, with no evidence of excitement, radio took its D-Day task of keeping the public informed in the true radio tradition. Pre-arranged schedules were discarded; commercials were ruthlessly scrapped; all programming was keyed to the single motive of advising a listening nation of the minute-by-minute story of the most momentous single event of the war.

All radio worked together, as the greatest volume of intelligence ever written "moved" across trans-Atlantic radiotelephone channels on a 24-hour schedule. Direct pickups, radiotelegraphic dispatches and recordings contributed to the flow of the spot reporting of the invasion. The Signal Corps message center handles over 6,000,000 words daily.

**For other invasion news see pages 10, 11, 12, 18, 60, 61, 62, 64, 65, 70.**

**SYMBOLIC** of radio's manpower in the European theatre is this U. S. Signal Corps radiophoto showing General Dwight D. Eisenhower chatting with some of his men in England before they boarded planes for the invasion. At the Supreme Commander's left is Comdr. Harry C. Butcher, USNR, Naval aide, who has been through the African, Sicilian and Italian campaigns. Comdr. Butcher for more than a decade was CBS vice-president in Washington and left June 1, 1942, for active duty.

It was not long after midnight—12:37 a.m. EWT, to be exact—that the newsroom teletypes tapped out an AP bulletin of a broadcast by the German Trans-Ocean Agency reporting that the invasion had begun. Almost immediately the report went out on the air, accompanied by warnings that it came from a Nazi source and might be a phony. Lacking official Allied confirmation, network newsmen on duty could not be sure that the report was true, but they took no chances and soon news writers, announcers, commentators, engineers and other key personnel were on their way to the studios, in all manner of dress and undress, by all means of transportation. One NBC engineer arrived at Radio City New York via a milk truck.

### All Night Service

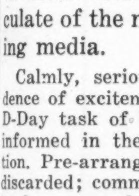
Meanwhile, the networks had notified their affiliates that the networks would continue service through the night. And, as more and more Nazi claims came in over the news tickers, with nothing but silence from London and Washington, the German bulletins were broadcast to the early morning audience, accompanied each time with the reiterated warning that while it might be true that the long-awaited invasion was actually on, the German broadcasts might also be some kind of propaganda trick.

At 1:26 a.m. came a report that the BBC had broadcast a warning to the people of occupied Europe by the High Command to move inland and stay off the roads. German bulletins were now reporting the

# Allied Radio Service Begun in Europe

## Gorham, BBC, in Charge; Col. Kirby Broadcast Director

DISPATCHES last Wednesday from Supreme Headquarters of the Allied Expeditionary Forces in London told of the inauguration of of a broadcasting service to provide good entertainment and keep the invasion forces informed of developments on all war fronts. The service, known as "AEF Program", began at 5:55 a. m. on Wednesday (June 7) and is being transmitted over BBC facilities.



Col. Kirby

This announcement was interpreted as the first phase in the formation of an "Allied Forces Network" to operate in the European theatre. Col. Edward M. Kirby, on detached duty from his post as chief of the Radio Branch of the Army's Bureau of Public Relations and former NAB public relations director, has been named Director, Broadcasting Activities, SHAEF (Supreme Headquarters, Allied Expeditionary Forces). He is headquartering in London. The new project, also alluded to in an OWI announcement in Washington, is one which will absorb the American Forces Network, which has operated in the European theatre for about two years.

Morris Gorham, of the British Broadcasting Corp., is director of the newly-formed operation. Col. Kirby is the ranking military man and as such is director of SHAEF Broadcasting Activities. There will be joint supervision of programs, in the interests of American and of British-Canadian troops.

OWI, in a statement coincident with the invasion, said that radio "can be used during the invasion as a personal instrument of Allied Field Headquarters." It was presumed that the purpose of the new AFN operation will be to entertain, instruct and service troops under the Supreme Command of Gen. Eisenhower and also make available to the Supreme Commander facilities to reach his troops.

Col. Kirby already has been succeeded as acting head of the Radio

(*Continued on page 58*)

bombing of Le Havre, that German naval forces were engaging Allied landing craft off the French coast, that paratroopers were being dropped over Europe. But at 1:45 a.m. the War Department in Washington announced it had no information on the invasion, and at 2 a.m. repeated the statement, which was echoed by the Navy and the OWI. At 2:30 the Washington situation was the same, except for the report that the enire staff of the War Department had reported for duty at 1:45.

### German Report Confirmed

At 3 a.m., when the German news was to some extent backed up by a BBC report of a "bombardment" off Le Havre, CBS, whose New York newsroom staff had swelled from four to 30, discontinued its regular musical schedule and put Bob Trout on the air for a final trial of the new "roving microphone." Trailing some 60 feet of cable, Trout went into the newsroom, letting his listeners hear the clatter of the teletypes as he moved from ticker to ticker, reading the bulletins as he traveled.

At 3:17 a.m., when Maj. George Fielding Eliot took over the roving mike for a military commentary on the significance of the Nazi news reports, if they should be true, Robert St. John was broadcasting his first dispatch of the morning from the NBC newsroom in New York.

At the Blue Network, mimeographs were starting to roll out a statement by Edgar Kobak, Blue executive vice-president, that invasion news would take precedence over all regular programs, which might be cancelled or rebuilt to fit the news needs of the hour, with war messages to be substituted for regular commercial announcements.

Finally, at 3:30, the growing feeling that D-Day was really here was turned into a conviction by a standby flash from London, announcing a broadcast at 3:32. This was it: Invasion Communique No. 1 from Supreme Headquarters Allied Expeditionary Forces.

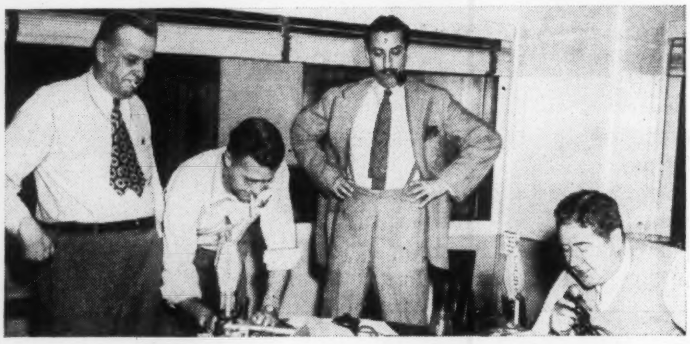
### Nothing But News

From then on news reports, commentaries, analyses, official bulletins filled the air. At 3:48 a report from SHAEF and a minute later Gen. Eisenhower's message to the Allied troops, followed immediately by a London broadcast of King Haakon of Norway to his people and its English translation. At 3:59 the Prime Minister of the Netherlands was heard in a message to his countrymen and a few minutes later the Prime Minister of Belgium made a similar broadcast, both of which, with their English translations, were broadcast by the American networks.

By this time, the networks' D-Day plans were all operating in full swing. At MBS, John Whitmore, network director of news, and Dave Driscoll, WOR news head, handled the Mutual operations from New York, where Sydney Moseley, first commentator to reach

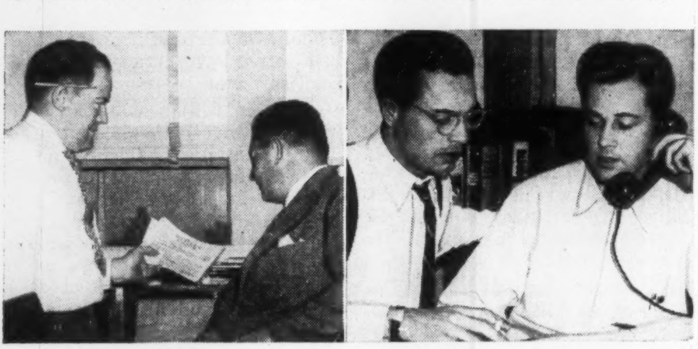
(*Continued on page 59*)

**FLASHES ON THE INVASION** kept members of the NBC news staff in New York on the jump. Clarence Menser, vice-president in charge of programs and John F. Royal, vice-president in charge of NBC international, are at upper left. Bulletins and flashes came steadily during the night.



**ALL THROUGH THE NIGHT** and day CBS commentatators kept vigil at the microphones to give the nation a running story of the invasion progress. Left to right: Maj. George Fielding Eliot, military analyst; Jesse Zousmer, night news editor; Bob Trout, correspondent and news analyst; and Quentin Reynolds, author and veteran of the Dieppe raid.

**AT TELEPHONE, TYPEWRITER,** mike and with back to news machine were these newsmen at the Blue in New York. Cornelius O'Dey, Gerald Bowman, Dorian St. George and G. W. Johnstone, director of news and special features. All helped the Blue cover D-Day news as it came in.



**MORNING OF** June 6 found Theodore C. Streibert (left photo), MBS executive vice-president and general manager of WOR New York listening to Dave Driscoll (in white shirt) right, Leon Cherne, MBS commentator, points out landings to John Whitmore (on phone), Mutual director of news who relays the information.

## WHEELER'S PRAISE

### Senator Lauds Radio Coverage Of Invasion

WARM PRAISE for the manner in which radio has handled invasion news was given last Thursday in a statement to BROADCASTING by Sen. Burton K. Wheeler (D-Mont.), chairman of the Senate Interstate Commerce Committee and co-author of the White-Wheeler Bill (S-814), now dormant in Committee. Chairman Wheeler's statement follows:

"I want to congratulate all the networks and radio stations generally for the fine job they have done in reporting the invasion. It was not necessary for them to do away with their advertising as they have done away with it but it's to their credit that they have done so.

"My only wish is that they would use as much good judgment in other matters as they have in this instance. I appreciate that radio has got to depend upon advertising in order to maintain it as a private enterprise. But there's a limit to the kind of advertising and the times and places where the advertising should be, just the same as there is in newspapers, if radio expects to have and to maintain the high respect of the American people."

## *VIDEO PARTICIPATES IN D-DAY COVERAGE*

IN New York, television also covered D-Day. H. V. Kaltenborn, NBC news analyst topped off a day at the NBC microphone by a quarter-hour appearance before the cameras of WNBT, where he presented a recapitulation of the day's news, illustrated by maps of the invasion area.

On WABD, the regular Tuesday evening telecast staged by the staff of WOR was discarded in favor of a special invasion program that included a roundtable discussion led by Bob Emery, producer of the program, and a summary of the news, presented against a background of newspaper headlines.

On Wednesday evening the Lever Bros. program on WABD featured Sam Cuff analyzing the invasion.

## Opens UP Rome Bureau

REYNOLDS PACKARD on Monday, June 4, the day after the fall of Rome, reopened the United Press bureau in the Italian capital and resumed his duties as manager. Batting out his first dispatch at 10 a.m. from a typewriter balanced on a stack of German newspapers, Mr. Reynolds told how shortly after he opened the office, Swiss and Swedish correspondents came in to renew their contacts with UP. With his as assistants are his wife and James E. Roper.

## Stimson Listens

SECRETARY of War Stimson told newsmen he got the surprise of his life by listening to the news of the invasion on his bedside radio at 4:20 a.m. on D-Day.

# Radio Barrage Clears Way for Invaders

## Warning Message Sent at Dawn On D-Day

By JACK LEVY

RADIO spearheaded the greatest military operation in history.

As the invasion forces poised for their historic landings on the coast of France, it was radio which carried the long awaited news to the oppressed peoples that the hour of liberation had finally come. It was on Tuesday at dawn, when Hollanders, Frenchmen and Belgians would be arising, that a familiar voice, a voice which could be trusted, spoke into a microphone:

> I bring you an urgent instruction from the Supreme Commander. The lives of many of you depend upon the speed and thoroughness with which you obey. It is particularly addressed to all who live within 35 kilometers (22 miles) of any part of the coast.

### Warning of Attack

> A new phase in our air attack has begun. The general warning to keep away from railways, railway installations, main highways and bridges still holds. But as regards the coastal belt I have mentioned, it will be imperative for the Allied air forces to make intensive attacks on certain targets. The Supreme Commander has therefore directed that advance warning, wherever possible, shall be given to the towns in which these targets will be bombed. The warning will be given by means of special warning leaflets.
>
> The warning may precede the actual attack by a period of less than one hour. Do not loiter. Be prepared to act with the greatest promptitude. As soon as you see a special warning leaflet you must follow these instructions:
>
> One: leave the town at once, informing as you go any neighbors who may not be aware of the warning.
>
> Two: choose a way out of the town which so far as possible avoids frequented roads and follows byways and field paths.
>
> Three: go on foot and take nothing with you which you cannot easily carry personally.
>
> Four: get as quickly as possible into open country, at least two kilometers from the outskirts of your town, and as far as possible from any road, railway or bridge.
>
> Five: do not gather in large groups which may be mistaken for troop concentrations.
>
> We repeat: a new phase . . .

Serving as an integral part of the Supreme Headquarters Allied Expeditionary Forces, radio was used as a kind of information barrage to prepare the way for the invasion armies. As in North Africa and later in Sicily and Italy, radio broadcasts, along with leaflets dropped by airplanes, provided the principal means to attack the morale of the enemy and to strengthen the resistance of the occupied peoples to Hitler rule.

In this strategic or preparatory phase of psychological warfare, the subjugated people had become familiar with and learned to trust certain voices which daily brought them news of Allied victories and plans for their liberation. Through these radio messages they had literally found hope and strength to carry on under the Nazi yoke.

Consequently, when the familiar broadcaster told the people to leave the coastal belt at once and to avoid main roads in moving inland, they complied. The smoothness of the invasion operations which followed soon after attests to their compliance and to the biggest "success story" of radio's history.

### Powerful Transmitters

In carrying out its propaganda operations, the Psychological Warfare Branch of SHAEF, composed of OWI, the British Ministry of Information, and the U. S. and British military, employed a battery of transmitters in America, England, North Africa and southern Italy. These included four 50 kw medium wave and at least four powerful shortwave transmitters, all beamed to the continent and assuring reception in any part of Europe.

"Day by day", declared OWI, "the radio has been pumping into Europe the increasingly impressive story of Allied advances on every front, the story which adds up to the incontrovertible conclusion that our victory is inevitable. To the people of Germany and to German troops in Italy and France this was designed to have the same effect as strategic leaflets: to undermine the enemy's total war effort. To the people of occupied France it was designed to say, by fact and implication, that the day of liberation was drawing near, the day when Frenchmen would be called upon to spring into action against the enemy."

Important as it is in the preliminary phases of military strategy, radio assumes even greater value in the actual combat phase of the liberation. As an instrument of attack, it can be used during the invasion as a weapon of Allied Field Headquarters to send appeals to enemy troops to surrender and to issue instructions to civilians behind the lines to take actions in support of military operations.

The evidence of radio's contributions to victory has been amply demonstrated in this war. In North Africa, radio facilitated the American and British landings which liberated the continent. It was a radio broadcast from a transmitter adapted to the international distress signal which brought about the surrender of most of the Italian fleet.

With the fall of Mussolini, radio messages warning against aiding Hitler resulted in tangible evidence of obstructionist tactics by Italians directed against German supply and troop transport. And when Naples fell, radio broadcasts, supplemented by sound trucks and posters, succeeded in evacuating the city's 1,000,000 population while the Army cleared away concealed bombs and restored public services.

### Captive Stations Used

Wherever the armies of liberation go, radio goes with them. Facing the same hazards as the attacking forces, PWB combat teams, carrying portable transmitters and other equipment, move into action to broadcast regulations from the military command and to inform the liberated population on ways to assist the invading armies.

American radio engineers and announcers lose no time in taking over and putting into operation stations captured from the enemy. Riding into Palermo in advance of the main American forces, a team of OWI and Army personnel seized the station there so unexpectedly that the Fascist manager was unable to carry out the sabotage orders he had in his pocket. Within three hours Radio Palermo was broadcasting the first honest news the populace had heard in the last 20 years.

### Stations Rebuilt

At Bari, PWB men seized and held the big transmitter there while the city was still under German control and in other Italian points OWI engineers rebuilt radio stations which the Germans thought they had completely destroyed. The stations were soon on the air broadcasting American music and giving assurance of safety to a people made suspicious by long exposure to Axis misrepresentation. Radio thus permitted the Army to release thousands of men for combat who

(*Continued on page 63*)

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# Dramatic Hicks Film Record In Demand by All Networks

MOST in demand of all invasion recordings yet to reach the air is the film recording made at 12:10 a.m. June 7 by George Hicks, Blue correspondent, from the deck of an Allied warship approaching the French Coast in convoy. Just as Hicks started his description of the action along the coast, the convoy was attacked by JU 88 bombers, strafing and bombing the ship.

Throughout the blaze of the anti-aircraft batteries and the heavy firing both from ships and planes, Hicks kept up a running commentary on the action. Gun 42, a 40 mm twin-barrel anti-aircraft gun beside the microphones, succeeded in bringing down one of the Junkers. The recording caught not only the sound of the firing and the plane falling into the channel, but also the shouts of the men at the gun positions as they "scratched" their first plane.

"Do I get a case of Scotch?" yelled the gunner.

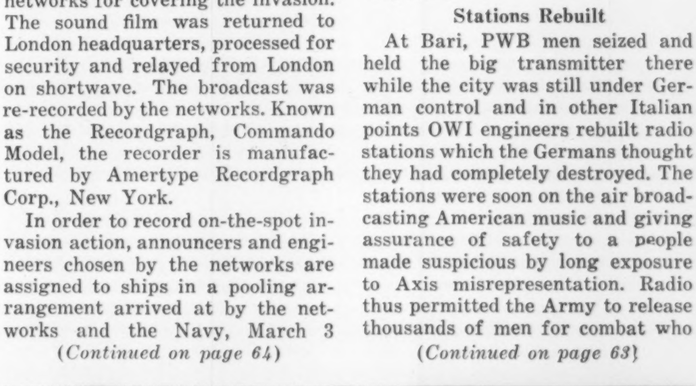
### Film Recorder

All four major networks broadcast the recording simultaneously at 11:15 p.m. June 7. Blue repeated it at 1, 6:45 and 8:45 the following morning. NBC rebroadcast it at 7:45, Mutual at 1:45, CBS at 8:30, all a.m. time June 8. It has since been repeated innumerable times in response to the great listener demand.

The recording was made on one of the Navy's film recorders which have been made available to the networks for covering the invasion. The sound film was returned to London headquarters, processed for security and relayed from London on shortwave. The broadcast was re-recorded by the networks. Known as the Recordgraph, Commando Model, the recorder is manufactured by Amertype Recordgraph Corp., New York.

In order to record on-the-spot invasion action, announcers and engineers chosen by the networks are assigned to ships in a pooling arrangement arrived at by the networks and the Navy, March 3

(*Continued on page 64*)



*Lt. Royston with a film recorder.*

# AFM Stands Pat in Net Recording Row

## Board Issues Rebuke to Record Companies For 'Pressure'

REAFFIRMING its determination not to yield to the network recording subsidiaries in the "canned music" fight, the American Federation of Musicians in annual convention last week in Chicago voted against any of its members making records on any other terms than those embodied in the Decca and "Four Company" contracts.

Following a detailed recapitulation of the history of the recording dispute from its beginning in 1941 to the impending decision by the War Labor Board, Joseph A. Padway, AFM general counsel, let loose a blast against the companies which have refused his demands. "When the time comes for peace," he declared, "RCA Victor and Columbia had better look out. They're liable not to get as good terms or conditions as others."

### Board Cracks Down

Simultaneously, the RCA Victor Division of RCA and the Columbia Recording Corp. dispatched a strongly worded protest to the WLB for its protracted delay in issuing its decision on the panel report on the recording dispute, charging that the postponement is working hardship not only on them but also on many outstanding musical artists under contract.

As BROADCASTING went to press, the Board released a stinging reply to the telegram, charging the companies with attempting to exert pressure "of the most unwarranted sort." A letter signed by George W. Taylor, acting chairman in the absence of William H. Davis, stated: "The Board wishes to make it plain that it will not yield to pressure tactics by either employers of unions."

The Board stated the companies were fully aware of the complicated issues involved in the case, that the delays were occasioned by an effort of the Board to formulate a fair and equitable solution in the public interest, and that the decision would be rendered very shortly.

The text of the letter, addressed to all three companies, follows:

> The NLRB has received your telegram of June 8 in which you complain about the delay of the Board in disposing of the dispute involving your companies and the AFM. We are quite sympathetic with your desire for an early decision but are unable to understand your attitude with reference to the recent delays in this case. You are fully aware of the complexity of the issues involved and the Boards' efforts to arrive at a solution of these issues which will be fair and equitable to the parties and will best serve the public interest.
>
> This case was before the court and before a subcommittee of the Committee on Interstate Commerce of the Senate for a considerable time before the companies turned to the WLB for relief. The Senate subcommittee recommended collective bargaining between the parties as the most practical solution of the controversy.
>
> Such bargaining was attempted and failed. The Board then assumed jurisdiction over this case at the urging of the companies and over the objection of the union. Nevertheless, two of the three companies which signed your telegram refrained from entering the case until after the other companies in the case had entered into a contract with the union, thereby settling their dispute.
>
> You know that the signatories of your telegram are the only companies in the case which have thus far failed to settle their differences with the union by collective bargaining. You also know that the Board, like the Senate subcommittee, has throughout this case been of the opinion that collective bargaining was the method best suited to dispose of this controversy and that the recent delays of which you complain have resulted simply from an effort by the Board to provide the parties with a fair and equitable basis for collective bargaining which would preserve the principles for both sides for which they have vigorously contended.
>
> You knew when you sent your telegram that the decision in this case would be rendered very shortly. With the knowledge of all the facts and circumstances outlined above, your action in sending a telegram of this nature can only be construed as an attempt to exert pressure on the Board of the most unwarranted sort. The Board wishes to make it plain that it will not yield to pressure tactics by either employers or unions.

Defiance of the recording companies and tantamout refusal to comply with anything but a favorable decision by WLB on the recording dispute highlighted a series of tirades which the AFM convention directed at broadcasters. Hardly had the 720 delegates assembled when James C. Petrillo, their president, began a vitriolic outburst against William Green, AFL president, for repudiating the "make-work" strikes of musicians at WJJD Chicago and KSTP Minneapolis last April [BROADCASTING, April 24, May 1, May 8].

He declared that in sending a telegram (to Ralph A. Atlass, WJJD president) charging a violation of labor's no-strike pledge, Mr. Green didn't even consult him. At the same time these strikes were on, he said, the machinists on the West Coast went on strike. Mr. Green didn't raise his voice against them, he asserted, but made an issue on "two lousy radio stations" who were "trying to make a few dollars off the poor musicians".

Mr. Petrillo also found fault with the War Labor Board, which ordered the strikes terminated, and criticized Mr. Green for approving it. He charged the Board with being unfair to labor and cited a statement by Mathew Woll, AFL vice-president, in support of his charge.

### Senators Accused

Mr. Petrillo then turned his guns on the platter turner dispute. He told the convention he had made an agreement with the four networks to take over turntable operation June 1 but that the day before the agreement was to go into effect he received a telegram from the WLB asking for "status quo". He said the union (National Assn. of Broadcasting Engineers and Technicians) which opposed the agreement is an independent, that Mr. Green did not protest that fact but waved the flag and "declared that we will lose the war because of a strike against two little stations" neither one of which, he added, "is of any value in winning the war".

After a few more parting shots at Mr. Green, Mr. Petrillo accused

(*Continued on Page 56*)

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# President Authorizes Probe To See 1932-38 Tax Returns

WHITE HOUSE cooperation in the Congressional probe of the FCC was given last Friday for the first time since the inquiry was authorized by resolution (HRes. 21) Jan. 19, 1943, when President Roosevelt by Executive Order authorized the Bureau of Internal Revenue to "open for inspection" to the the House Select Committee to Investigate the FCC "income, excessive profits and capital stock tax returns" for 1932-38.

The executive order was granted at the written request of Chairman Clarence F. Lea (D-Cal.), who acted upon the suggestion of John J. Sirica, Committee general counsel who shortly will take over active supervision of the probe. A previous similar request by Eugene L. Garey, former Committee general counsel who resigned last February, was not acted on by the White House.

It was recalled that the former general counsel sought the income tax information in connection with the investigation of a dozen station transfers and grants.

On June 1 Chairman Lea addressed the following letter to President Roosevelt:

> I am advised that in March 1943 the then chairman of the Select Committee to Investigate the FCC requested executive authority for the examination of income tax returns in connection with the investigation authorized by House Resolution 21, 78th Congress.
>
> I am further informed that the Bureau of International Revenue approved the request and same also was approved by the Secretary of the Treasury, Attorney General and the Director of the Bureau of the Budget. Subsequently it appears that approval of this proposed executive order was withheld at the White House because of certain tactics and procedure employed by the then Select Committee.
>
> By direction of the Committee I am now asking you to approve the proposed executive order for the reason that the Select Committee finds that it will be of considerable aid to us in making a current investigation.

Text of the Executive Order follows:

> It is hereby ordered that income, excessive profits and capital stock tax returns made under the Revenue Act of 1932 as amended by the National Industrial Recovery Act, the Revenue Act of 1934, the Revenue Act of 1935 as amended by the Revenue Act of 1936, the Revenue Act of 1936 as amended by the Revenue Act of 1937, and the Revenue Act of 1938 for the years 1932-38 inclusive, shall be open to inspection by the Select Committee to Investigate the Federal Communications Commission or any duly authorized subcommittee thereof, for the purpose of carrying out the provisions of House Resolution 21 passed Jan. 19, 1943, such inspection to be in accordance and upon compliance with the rules and regulations prescribed by the Secretary of the Treasury in the Treasury decision relating to the inspection of returns by that committee approved by me this date.

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# WSAI Is Acquired By Marshall Field

## Merchant, Publisher Would Pay $550,000 for Outlet

PURCHASE of WSAI Cincinnati by Marshall Field, Chicago merchant and publisher, for $550,000 was announced last week subject to FCC approval. Mr. Field, publisher of the *Chicago Sun* and *PM*, also has contracted to purchase WJJD Chicago for approximately $750,000. This transaction likewise awaits FCC approval.

The WSAI sale by Crosley Corp. is in compliance with the FCC's "duopoly" rule, banning dual ownership of stations in the same markets. WSAI, a Blue regional outlet, is the sister station of WLW. The stations will continue using the same studios until lifting of equipment freezes will permit Mr. Field to install separate headquarters.

Clem Randau, business manager of the *Chicago Sun* and executive of the Field news organization, completed arrangements for the WSAI purchase in Cincinnati June 3. Acting for Crosley were James D. Shouse, vice-president in charge of broadcasting operations, and Charles W. Sawyer, vice-president and general counsel of Crosley Corp. Mr. Randau asserted the purchase of WSAI by Mr. Field is strictly a business investment and has no direct connection with his news operations. Reports that Mr. Field was negotiating for acquisition of a Cincinnati newspaper—possibly the *Enquirer* — were not confirmed.

Mr. Field said it will be his purpose to continue the past "splendid operation of the station so that it will be of the greatest public service to the community which it serves." WSAI operates on 1360 kc with 5,000 w. The station also uses a 100 w booster.

Mr. Field several months ago contracted to purchase WJJD from Ralph L. Atlass and his associates —another transaction growing out of the "duopoly" regulation in view of the Atlass controlling interest in WIND Gary-Chicago. He has no present radio ownership or affiliation but previously had held a minority interest in WJWC Chicago-Hammond, the license for which was turned in last February.

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### WMCA Honored

WMCA New York received a page one award from the Newspaper Guild of New York June 10, first time in the five-year history of the awards a radio station has been so recognized. Award, given for WMCA's outstanding record among independent stations for its "alert and constuctive public service" was accepted by Nathan Straus, president of WMCA.

# MacFarlane Knew Him When . . .

In 1933 Ian Ross MacFarlane was the official guest of the Nazi regime in Germany. He lived in the "little Brown House," headquarters of the National Socialist Party. He interviewed members of all ranks. On the record. Off the record. He sifted their propaganda, too.

That's just another way of explaining why Ian Ross MacFarlane is a new kind of news analyst. He's lived on the spot . . . through news in the making! He knows what he's talking about.

And it is this background of living closer to the people about whom he talks . . . their country . . . their psychology . . . that gives MacFarlane's broadcasts seldom heard authenticity.

It is with great satisfaction that W-I-T-H presents his views exclusively.

Ian Ross MacFarlane is another scoop for W-I-T-H . . . the successful independent station.

**W·I·T·H**

BALTIMORE, MD.

Tom Tinsley, *President* :-: *Represented Nationally by* Headley-Reed

# Neville Miller Is Appointed Deputy UNRRA Chief in Cairo

## Former NAB Head, Louisville Mayor to Direct Administration of Liberated Balkan Areas

APPOINTMENT of Neville Miller, former president of the NAB, as senior deputy chief of the United Nations Relief & Rehabilitation Administration Balkan Mission, with headquarters in Cairo, was announced last Thursday by Herbert H. Lehman, director general of UNRRA. Mr. Miller will leave for Egypt later this month.

The post, second in authority on the Mission, was selected by Mr. Miller among several Government assignments. Head of the Mission is William Matthews, a British subject. Officials of other Allied nations will serve on the staff, which will have a civilian complement of some 450, aside from military personnel. All relief and rehabilitation activities in the Balkan nations fall under the jurisdiction of the agency.

Mr. Miller, as deputy chief, will be in direct supervisory charge of all administrative functions in all of the liberated Balkan areas. These include general activities, personnel, budget, housing, transportation, hospitalization, and various other functions.

Mr. Miller left the NAB last March after a six-year tenure. Before becoming the NAB's first paid president in 1938, he had served as assistant to the president of Princeton. He was mayor of his home city of Louisville during the Ohio River flood in 1937, when he directed the extensive problems of relief and rehabilitation.

Mr. Miller was educated at Princeton and Harvard Law School. He practiced law in Louisville during the 1920's and served as dean of the University of Louisville from 1930 until elected mayor in 1933.

During Mr. Miller's foreign service, Mrs. Miller and their four daughters will remain in Washington.

**GOING TO CAIRO**

MR. MILLER

### Ballard to Head Nunn Stations; Other Changes

JOHN BALLARD has been named coordinator of all Nunn-operated stations with John Hart replacing Mr. Ballard as executive director of WBIR Knoxville, Tenn. Garry Marable was named commercial manager, succeeding Mr. Hart.

Mr. Ballard

Tex Turner, former publicity director and program manager, has gone to WSM Nashville. L. Wayne Davis will be program director at WGCM Gulfport, Miss. New member of the announcing staff is Bill Lane. Sam Leavitt moves to the publicity and program departments.

### CIO ASKS RECISION OF WHKC LICENSE

ECHOES of charges late last summer that WHKC Columbus, O., by deleting portions of a speech by UAW-CIO vice-president Richard T. Frankensteen, was not operating in the "public interest" were heard last week as the International UAW-CIO and Columbus Local 927 filed petition asking the FCC to reconsider its three-year license renewal for WHKC, granted May 16, and designate for hearing station's application for renewal.

WHKC was charged with "unfairly" censoring a speech delivered last Aug. 19 by Mr. Frankensteen [BROADCASTING, Aug. 23, 1943]. An original petition, filed by the UAW-CIO Sept. 17, 1943, was denied by the Commission on Nov. 8. Philip G. Loucks, Washington counsel for United Broadcasting Co., licensee of WHKC, last Friday in an answer asked dismissal of the CIO petition on the grounds that it embodies the same charges on which the FCC already has ruled, that the UAW-CIO, in its contract with WHKC agreed that "all program materials prepared by the sponsor are subject to the approval of the station management, both as to artists and program content," and that the programs complained of have been "discontinued through the voluntary act of the Union".

### Westinghouse Pickups

WESTINGHOUSE ELECTRIC MFG. Co., on June 12 starts a series of overseas pickups by Ted Malone on the Blue network. Speaking from London Monday, Wednesday and Friday, 10:15-10:30 P. M. Mr. Malone will give word-pictures of the U. S. servicemen, along with names, addresses and comments on their well-being. Program replaces *Top of The Evening*, a musical show. Agency is McCann-Erickson, N. Y.

### Smiley in Navy

RALPH SMILEY, who negotiated the contracts for leasing of short-wave stations to OWI, has resigned from the agency to accept a post in the Navy. He was commissioned lieutenant (j. g.), effective June 10, and will work with Comdr. Arnold Emch, a naval managing engineer. He has been in the administrative end of OWI since its inception and until a few months ago was business manager of the Istanbul, Turkey, outpost.

### Spalding Airs Tennis

A. G. SPALDING & Bros., Chicopee, Mass., sporting goods firm, will sponsor the broadcasts of the National Tennis Matches from Forest Hills, L. I. on Sept. 3-4 over a network of some 30 stations. Broadcasts also will be shortwaved to troops overseas. Stanley G. Boynton, Detroit, is agency.

### Groves on MBS

GROVE LABS., St. Louis, has signed for the Monday, Wednesday and Friday 11:55-12 a. m. period on 186 MBS stations to promote 4 way cold tablets starting Oct. 2. Agency: Donahue & Coe, N. Y.

### Tinsley Leases WBBL Facilities for 10 Years

COMPLETION of arrangements whereby Thomas G. Tinsley Jr., president and general manager of WITH Baltimore, would lease for 10 years the equipment of WBBL Richmond, non-commercial religious station, was announced last week coincident with the drafting of an application seeking FCC approval of license. WBBL now operates specified hours on 1240 kc with 100 w and is licensed to the Grace Covenant Presbyterian Church.

Under the transaction, Mr. Tinsley will pay $30,000 for the leasehold, $10,000 of which would constitute rental for the first year and the balance spread over nine years, with override provisions. The application also seeks authority to move the equipment to a new location and install a new directional system. Mr. Tinsley said the station would be operated as an independent outlet, like WITH, and would use different call letters. WBBL, however, would retain Sunday operating time from 11 a.m. to 12:15 p.m. and from 8 p.m. to 9 p.m. for religious programs. Mr. Tinsley seeks to use the facilities relinquished by WPID Petersburg, Va., last year, because of the personnel shortage and war conditions.

### Mentholatum Plans

MENTHOLATUM Co., Wilmington, is planning a spot campaign of announcements, station breaks and programs on a national basis, adding to a Pacific Coast Blue network program, starting June 12. Agency is J. Walter Thompson Co., New York.

### Now Lt. Col. McCaw

J. ELROY McCAW, owner and general manager of KELA Centralia, Wash., on June 6 was promoted from major to lieutenant colonel in the Army Air Forces. Col. McCaw recently was made special assistant to Brig. Gen. Harold M. McClelland, Air Communications Officer of the Army Air Forces headquarters in Washington, having been elevated from executive officer.

# Democratic Committee Names Reinsch to Be Radio Director

J. LEONARD REINSCH, managing director of the Cox stations in Ohio and Georgia, last Friday was appointed radio director of the Democratic National Committee with headquarters in Washington. The appointment was made by Paul A. Porter, director of publicity, and former CBS attorney in Washington.

Mr. Reinsch

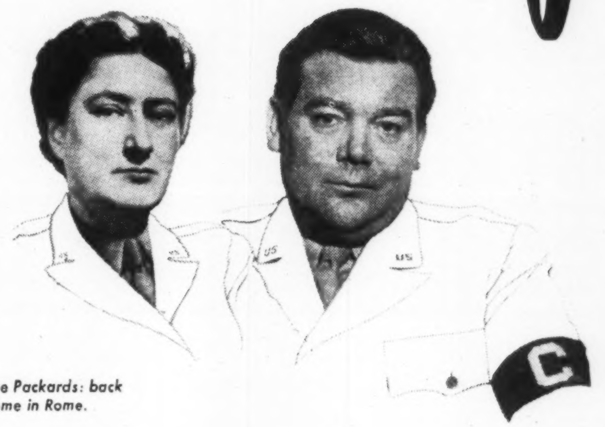
Mr. Reinsch has been granted leave of absence by former Gov. James M. Cox of Ohio, for the duration of the campaign. Since 1941 he has been managing director of WSB Atlanta, WIOD Miami, and WHIO Dayton. He will accompany Mr. Porter to Chicago this week, to handle arrangements for radio coverage of the national convention next month.

Mr. Reinsch has been active in national radio affairs. He is currently a member of the NAB Legislative Committee and is a past president of the Ohio Assn. of Broadcasters.

A native of Illinois, Mr. Reinsch has lived in Atlanta since 1940. He is a graduate of Northwestern and began in radio in 1928 as an announcer at WLS Chicago. He joined the Cox stations in 1934 at WHIO, where he served as manager. When Gov. Cox acquired WSB, he became managing director of the three Cox owned stations. He was born in Streator, Ill., on June 28, 1908. He is married and has two children.

Gov. Cox was the Democratic nominee for the presidency in 1920. Franklin D. Roosevelt was the vice presidential nominee in that campaign.

# Reopened!



*The Packards: back home in Rome.*

# U.P. IN ROME

**"UNITED PRESS BUREAU, ROME, JUNE 5—(UP)—The Rome bureau of the United Press was reopened at 10 a. m. today when I entered our offices in the Foreign Press building, placed my typewriter on a stack of German newspapers and began writing this dispatch.**

**"I thus completed an assignment given me in North Africa last August, to follow the Allied armies into Italy and reopen the Rome bureau at the earliest opportunity."**

**The foregoing dispatch is from Reynolds Packard, U. P. manager in Rome. With him again, as his chief assistant, is his wife, Eleanor.**

**The Packards' homecoming reunion in Rome completes another brilliant chapter in the careers of both members of the world's most notable team of foreign correspondents.**

**The reopening of the Rome bureau furthermore is an early chapter in the plan of the United Press to resume its news gathering and distribution in all liberated countries, to extend to them again "the world's best coverage of the world's biggest news."**

**UNITED PRESS**

**PROMOTION MANAGERS** of NBC owned and operated stations gathered in New York's Radio City for their first annual meeting May 24-26 "to coordinate promotion activities of the network's owned and operated outlets with projects under way at the New York office." Seated are (l to r): James V. McConnell, manager NBC spot sales; Helen Murray Hall, KPO San Francisco sales promotion manager; Charles P. Hammond, NBC advertising and promotion director; and James M. Gaines, NBC assistant advertising and promotion director. Standing (l to r): Charles Philips, KOA Denver, sales promotion manager; Roy Porteous, NBC spot sales promotion; Charles B. H. Vaill, WEAF New York audience promotion manager; Mahlon Glascock, WRC Washington sales and promotion manager; Emmons C. Carlson, WMAQ Chicago and NBC central division advertising and promotion manager; Parmalee W. Cusack, NBC art director; Arthur L. Forrest, NBC public service promotion manager; Frank Ford, NBC western division sales promotion manager; Hartley L. Samuels, program promotion manager; Kenneth L. Greene, circulation manager; Barry Rumple, research manager; Harold Bisson, production manager; Willis B. Parsons, radio recording sales promotion manager and assistant sales manager; James Nelson, NBC network sales promotion manager; Edward de Salisbury, WEAF sales promotion manager; W. C. Roux, NBC asst. spot sales manager.

# *WBBM to Clear Channel in KFAB Shift; Control Aspect of Project to Be Heard*

A UNIFIED project, whereby CBS would dispose of control of WBT Charlotte and acquire a 45% minority interest in KFAB Lincoln, while at the same time clearing the 780 kc channel for WBBM Chicago, which the network owns, was delayed by virtue of action of the FCC last week granting in part and denying in part the four-phase shift.

The FCC granted technical aspects of the project but set for hearing on an unspecified date the financial phases. The contention of the parties involved—KFAB Broadcasting Co. and CBS—is that the plan should go forward as a unit, technical as well as ownership, in order to accomplish the desired result.

That portion of the project granted gave to KFAB, a CBS outlet, a construction permit to move from the 780 kc channel, on which it has operated with WBBM, to 1110 kc, the WBT channel, subject to meeting technical requirements and installation of a proper directional antenna. That shift would give WBBM clear channel operation and also would eliminate the synchronized operation during daytime of KFAB with the Chicago outlet.

### WJAG Given CP

WJAG Norfolk, Neb., now operating limited time on 1090 kc, also was given a construction permit to shift to limited time operation on 780 kc with WBBM. Commissioners Paul A. Walker and C. J. Durr dissented from all three technical authorizations.

The ultimate effect of these shifts would be to give WBBM full-scale clear channel operation with its power of 50,000 w and pave the way for 50,000 w operation for KFAB, which would operate simultaneously with the 50,000 WWBT on 1110 kc. The latter channel would be reduced to a 1-B, or unduplicated clear. Under the terms of the agreement, CBS would provide all materials and bear expenses of shifting WJAG.

### KFAB 45% CBS

When the applications were filed, the Commission had been notified that construction work on the KFAB transmitter would begin immediately upon approval. Under Order L-41, WPB had granted authority for the necessary construction, inasmuch as all critical materials are on hand. The FCC's action in designating the ownership aspect for hearing, however, may have a bearing on immediate construction.

The ownership phase designated for hearing proposes acquisition of WBT by the KFAB Broadcasting Co. in a transaction under which CBS would become a 45% stockholder in that company. Thus, it would hold 45% both of WBT and KFAB. KFAB Broadcasting Co. would pay approximately $455,000 to CBS for WBT, plus $100,000 in escrow pending completion of the installation, at which time the $100,000 would go to stockholders of the KFAB company.

The Commission said it had designated for hearing the application for consent to voluntary assignment of the license of WBT to KFAB Broadcasting Co., as well as the application for consent to voluntary relinquishment of the control of KFAB Broadcasting Co. by the Sidles Co. through distribution of capital stock. Sidles Co. holds 51% of the stock of the KFAB company. Ownership of KFAB company, which would continue to operate KFAB and take over operation of WBT, would be as follows: CBS 45%; Sidles Co. 27.5%; Star Printing Co. and State Journal Printing Co. of Lincoln, 13.75% each.

# *NAB, Reasserting Vital Need of Radio Legislation, Takes Issue With Wheeler*

TAKING ISSUE with Chairman Burton K. Wheeler (D-Mont.) of the Senate Interstate Commerce Committee who blamed radio for the apparent demise of the White-Wheeler Bill (S-814), the NAB in a statement last week reasserted its position that definitive legislation is vitally needed and expressed hope that "Chairman Wheeler will renew his call for a Committee meeting" and that eventually the Senate would pass a bill.

"In view of the testimony favoring legislation given before the Senate Interstate Commerce Committee during last November and December," said the NAB statement, "and the subsequent diligent efforts of the Legislative Committee of the NAB directed toward the securing of consideration by Congress of the vital need of the broadcasting industry for definitive legislation, we are disappointed with Chairman Wheeler's conclusion to call off further Interstate Commerce Committee meetings to discuss the radio bill."

"We are amazed that the industry should be accused of not desiring any legislation in light of the facts," the statement continued, setting forth that the NAB had given Sen. Wheeler its comments on the revised bill, "pointing again to the vital need for definitive legislation".

"The fact is that the industry does not oppose legislative consideration—it is seeking it," said the statement.

# NAB Plans 2-Day Condensed Session

## Late August War Conference Dependent on Conditions

A STREAMLINED two-day NAB Radio Executive War Conference, limited to active and associate members, will be held at the Palmer House, Chicago, in late August if war conditions permit, under arrangements completed last week.

Still regarded as subject to change in the light of war conditions and at the discretion of NAB President J. Harold Ryan, the arrangements provide for business sessions Tuesday, Aug. 29, and Wednesday, Aug. 30. Efforts will be made to adjourn following a luncheon session Wednesday, with cleanup board and committee activities Wednesday afternoon.

### Tentative Schedule

C. E. Arney Jr., NAB secretary-treasurer, conferred with members of the general committee, headed by Leslie C. Johnson, WHBF Rock Island, district director and chairman, and with the housing and reception committee in Chicago last Wednesday. Tentatively the agenda calls for registrations Sunday, Aug. 27. Standing committee, special committee and group meetings on Monday, Aug. 28. Tuesday, Aug. 29, general business session on key war and operations problems; luncheon speaker; afternoon business session. Wednesday morning, Aug. 30, general business session; luncheon speaker; if possible, adjournment after lunnch; afternoon, new board meeting and cleanup.

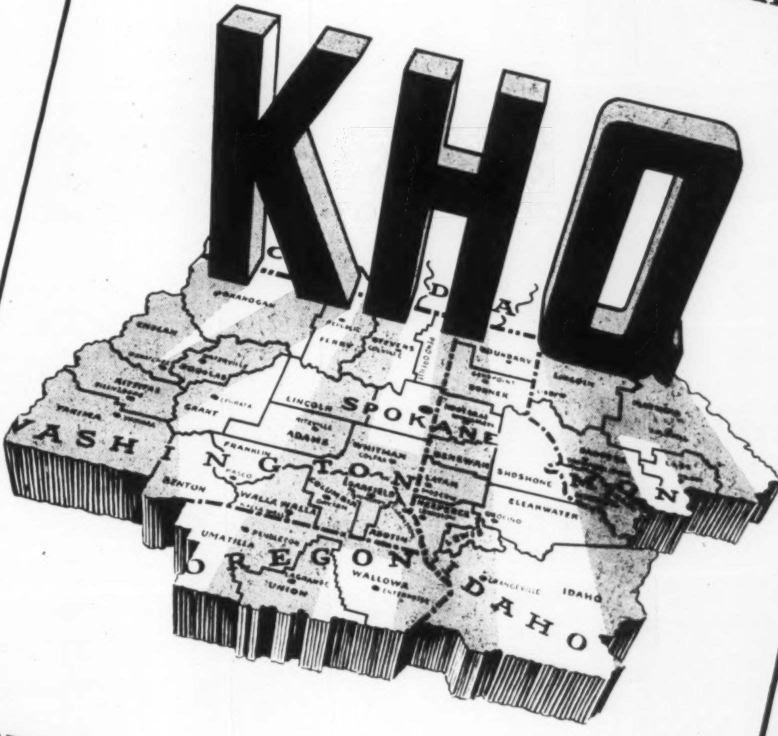
This schedule may not be adhered to, depending on developments, Mr. Arney declared. He pointed out that the NAB board, at its meeting last month, decided to limit attendance to members and associate members. Reservations will be handled in their order of receipt at NAB headquarters by the House Committee. All reservation requests should be addressed to headquarters in Washington, and not to the hotel.

The housing committee comprises William Hutchinson, WAAF; Gilbert Berry, WENR; Jack L. Van Volkenburg, WBBM. The general committee, headed by Director Johnson, comprises all member stations and associates in the Chicago metropolitan area. Glenn O'B. Snyder, WLS Chicago, is chairman of the reception committee, also made up of member stations and associates in Chicago.

# THE ONLY SINGLE MEDIUM

# *Completely*

## COVERING THE INLAND EMPIRE


KHQ
WASHINGTON
OREGON
IDAHO
MONT
SPOKANE
OKANOGAN
CHELAN
DOUGLAS
KITTITAS
YAKIMA
GRANT
LINCOLN
ADAMS
FRANKLIN
BENTON
WALLA WALLA
WHITMAN
UMATILLA
UNION
WALLOWA
FERRY
STEVENS
BOUNDARY
BONNER
KOOTENAI
BENEWAH
LATAH
SHOSHONE
CLEARWATER
LINCOLN
IDAHO

NBC

**5000 Watts—590 Kilocycles**

*Owned and Operated by*

**LOUIS WASMER, *INC.***

Radio Central Bldg. Spokane, Wash.

*National Representatives:* Edward Petry & Co., Inc.

World's largest white pine sawmill at Lewiston, Idaho, in the heart of the world's largest stand of white pine. Lumber goes from Inland Empire's 102 mills to the nation—adding to its *diversified* source of income which keeps Buying Power at a *constant* peak. Everything grows in this rich area—even your sales when your message *completely* covers the Inland Empire over KHQ. (Photo Courtesy Potlatch Forests, Inc.)

**NEW MEMBERS** of the NBC Ten Year Club, KOA Denver branch, gathered recently at the Denver Club to be welcomed by these old-timers (l to r): Clarence C. Moore, KOA program director, with the station since 1924; Carl Schuknecht, former member of the engineering staff; Roy D. Carrier, station engineer; Robert H. Owen, chief engineer, also with KOA since 1924; Joseph Rohrer, control supervisor; James MacPherson, general manager, and Russell C. Thompson, all newly-initiated into the club; C. A. Peregrine, control supervisor, and Francis A. Nelson, transmitter engineer, both with KOA 20 years; Walter Morrissey, control supervisor.

## PREMATURE FLASH PROVIDED TEST

### Broadcasters Get Warmup as Calls Sweep Studios After False Message

RADIO had the equivalent of an intensive test drill in the operation of its invasion coverage plan Saturday, a week ago, when the AP teletype operator in London mistakenly ran off a scrap of tape containing a bit of her practice copy reading, "Flash Eisenhower's headquarters announced Allied landings France."

Although the "Bust that flash" order came through to radio newsrooms here less than two minutes after the receipt of the false flash, those two minutes were enough to get the story out to a good part of the listening public and to throw the news editors into a frenzy of activity, aggravated by the fact that a full explanation of the error, giving final reassurance that the news was false, was not ready to broadcast until a good 21 minutes after the original news item.

**Race Interrupted**

CBS was the first to broadcast the flash, interrupting Ted Husing's coverage of the Belmont races at 4:39 p.m. and following with a retraction at 4:41 p.m. Paul White, CBS director of news, suspicious when none of the other wire services carried the report, obtained reassurance that nothing of "extraordinary importance" had happened, through the cooperation of a censor who broke in on a circuit talk with Charles Shaw, CBS London man, with the offer to check Ed Murrow, CBS European chief, for a verification that the flash was a false alarm. Bob Trout gave the full explanation at 5 p.m., and it was repeated by Quincy Howe at 6 p.m., but CBS nonetheless received over 1,000 phone calls.

NBC broke into *Doctors at War* at 4:39:50 p.m. with the original flash. Advised by the AP printer that an explanation was forthcoming, NBC withheld the "kill order" until 4:54 p.m., combining it with the full explanation at that time. In less than 45 minutes, NBC had received 1,100 phone calls.

Breaking into a sustaining musical show at 4:39:40 p.m. with the first announcement, the Blue broadcast the "kill" order at 4:46 p.m. and the full explanation at 5, 5:45 p.m. and 6:15 p.m. Network's invasion plan got partly under way, with a number of the staff writers and commentators already having left their homes for the studio before hearing of the cancellation.

MBS broke into an account of the Belmont races at 4:40 p.m. with the news, following with the hold and kill order at 4:45 p.m. and the full explanation at 5:45 p.m., repeated twice.

## Bennett Heads Expanded Welcome Wagon Service

ARCHIBALD S. BENNETT has been appointed director of marketing research of The Welcome Wagon Company, New York and Memphis, which recently announced expansion of its consumer and dealer research facilities to a national basis [BROADCASTING, May 29]. Mr. Bennett has served as director of the Paul Cornell Adv., Geo. L. Dyer Adv., and Jackson & Babbitt.

Mr. Bennett said that the service was not set up to compete with C. E. Hooper Inc., and the Cooperative Analysis of Broadcasting.

With facilities in 500 cities, including a number of small country communities, the research service will reach listeners who don't have telephones and the lower income rural group, he said. Firm will use the telephone as well as the personal interview method, both coincidental and conscious recall.

## Fij-Oil Spots

CONSOLIDATED HAIR GOODS Co., Chicago (Fij-Oil shampoo) expanding continuously on its original spot campaign, which began 1 year ago on WCFL Chicago, is using daily *et* announcements on the following stations: WGN WENR WCFL WAIT WJJD WIND WEMP WIBC WOWO WGBF WMIN WHBF WLOL WTCN with more to be added. All station contracts are 52 weeks. Agency is Malcolm-Howard Adv. Agency, Chicago.

# Cosgrove Heads RMA; U. S. Equipment Praised as 'Best'

TWENTIETH anniversary meeting of the Radio Manufacturers Assn. and Third War Production Conference convened at the Stevens Hotel, Chicago, June 6-7, with over 700 members of the radio manufacturing industry attending, terminating sessions with the election of R. C. Cosgrove, vice-president and general manager of Crosley Corp., Cincinnati, as RMA president, succeeding Paul V. Galvin, president of Galvin Mfg. Corp., Chicago.

**Mr. Cosgrove**

Two-day program opened June 6 with Ray C. Ellis, director of the Radio and Radar Division of the War Production Board, Washington, who recently returned from a six-week, 7,000-mile unrestricted tour of Soviet Union radio plants, stating that "Radio in Russia has made tremendous strides in development since the war."

**Fund Established**

The Board of Directors authorized the appropriation of a $5,000 fund for a series of tests on problems arising from automobile interference with television and FM reception.

Opening the formal luncheon meeting, June 7, Paul V. Galvin presented his annual report in which he asserted that the radio industry has been a splendid example of the free enterprise system at work, and a return to the American competitive economy should be made at the earliest possible moment.

Maj. Gen. William H. Harrison, chief of procurement and distribution, Office of Chief Signal Officer, Washington, stated that thanks to the genius of laboratories of the electronics industry, "the armies of the United States possess signal equipment that outstrips that of the enemy on all counts." Gen. Harrison declared it significant that roughly half a billion dollars of the year's military requirements for signal equipment are involved in items not yet in initial production. He stated that: "Procurement plans must be on a basis of continuation of war in all theaters." He reassured the manufacturers that the War Department is aware of its responsibilities as to the perplexing problem of reconversion, but that it is not an immediate problem to the electronics industry.

Assuming his position as RMA president, Mr. Cosgrove emphasized that military, radio and radar requirements in 1944 probably will reach an increase of 50% over 1943, and according to the War Production Board, production is approaching capacity. The industry's overall production rate is now more than 2,000% of its peacetime operation. Mr. Cosgrove urged the public not to expect immediate postwar radical innovations in civilian radio equipment.

Following new procedure, Mr. Cosgrove was elected to presidency by a forum of directors. Other officers elected included E. A. Nicholas, Farnsworth Radio & Television; David T. Schultz, Raytheon Production Corp.; Walter A. Evans, Westinghouse, and Thomas A. White, Jensen Radio Mfg. Co., vice-president. Also elected were: Leslie F. Muter, The Muter Co., Chicago, treasurer; Bond F. Geddes, re-elected as executive vice-president, general manager and secretary. Subdivision directors: Frank M. Folsom, RCA Victor, Camden; Herbert A. Bell, Packard-Bell Co., Los Angeles; Joseph Gurl, Sonora Radio & Television Corp., Chicago. Tube division: R. E. Carlson, Tung-Sol, Newark, N. J.; Transmitter division: Fred Lack, Westinghouse Electric, N. Y.; George E. Lewis, Federal Telephone & Radio Corp., Newark, N. J. Parts division: Monte Cohen, S. W. Sickles Co.,, Springfield, Mass.; Ernest Searing, International Resistor Co., Philadelphia; G. Richard Fryling, Erie Resistor Corp., Erie, Pa.; Samuel I. Cole, Aero-Vox Corp., New Bedford, Mass.

## BRYAN'S AIR BEAT

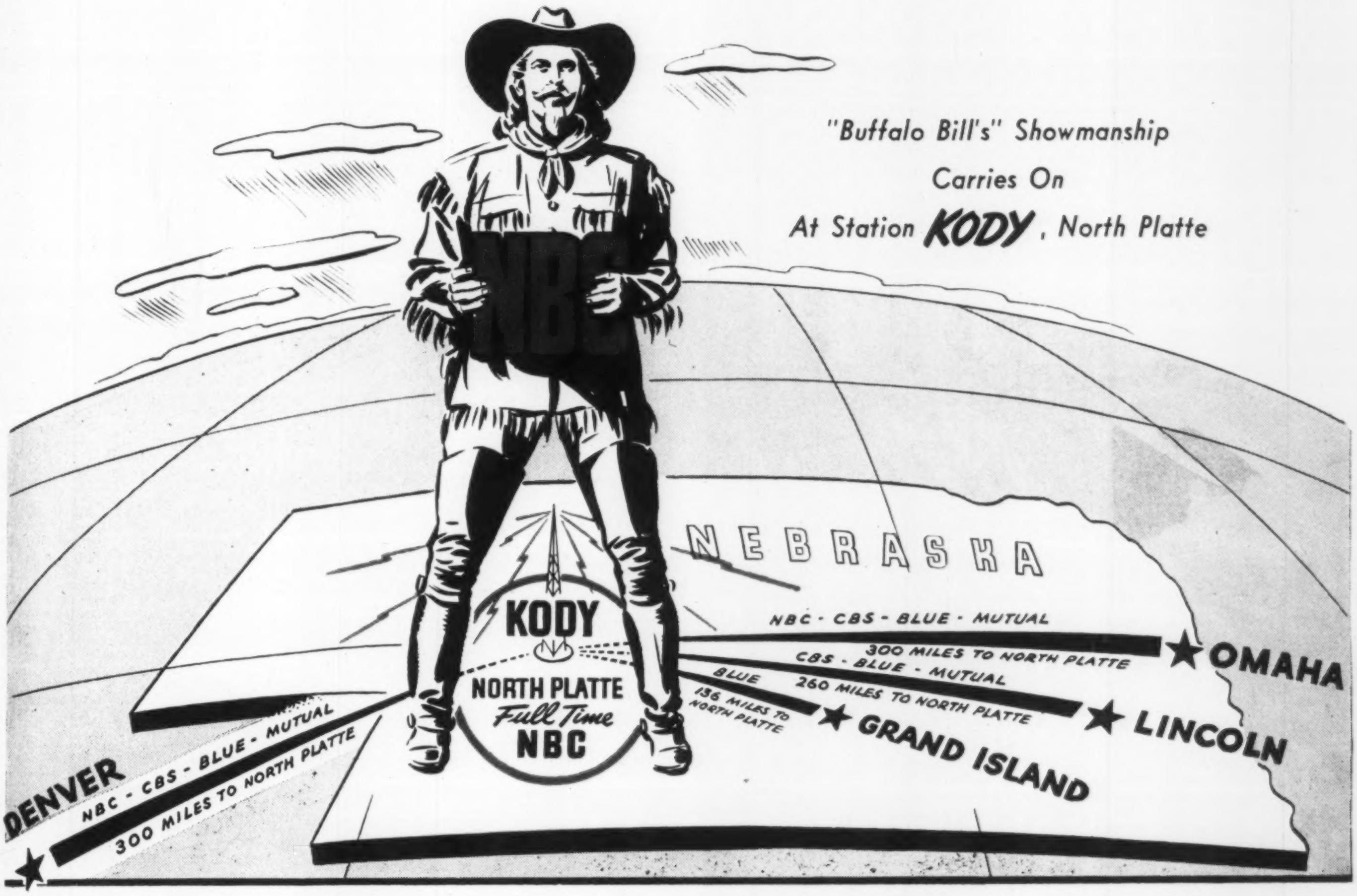
### Georgian Scores First for WSB and 'Journal'

AFTER nine months of watchful waiting, Wright Bryan, WSB Atlanta commentator and former managing editor of the *Atlanta Journal*, delivered the first eyewitness broadcast of the invasion Tuesday, June 6 at 4:20 a.m. The tall (6 ft. 5 inch) commentator went to England last fall to represent WSB and the *Atlanta Journal*, from where he has been airing a 15-minute commentary from London over WSB each Monday night.

**Mr. Bryan**

In his now famous invasion broadcast, Mr. Bryan recited the details of his flight to the coast of France with the first squadron to deliver Allied infantry to the scene of action. He is believed to have been the first man to return from the invasion and report to the U. S. by radio. Mr. Bryan made the trip over in a C-47 transport named "Snooty".

Mr. Bryan is 39, married, and has three children. He is a graduate of the U. of Missouri school of Journalism, and Clemson College.



"Buffalo Bill's" Showmanship
Carries On
At Station KODY, North Platte
NBC
NEBRASKA
KODY
NORTH PLATTE
Full Time
NBC
NBC - CBS - BLUE - MUTUAL
300 MILES TO NORTH PLATTE
OMAHA
CBS - BLUE - MUTUAL
260 MILES TO NORTH PLATTE
LINCOLN
BLUE
136 MILES TO NORTH PLATTE
GRAND ISLAND
DENVER
NBC - CBS - BLUE - MUTUAL
300 MILES TO NORTH PLATTE

**Station KODY Blankets An Important Market***

*Adequately Served by No Other Station*

When the celebrated "Buffalo Bill" Cody sought a permanent home he had his choice of all the rich land between the Big Muddy and the towering Rockies. He selected North Platte — just halfway between Omaha and Denver, at the confluence of the Platte Rivers— the richest spot he could find!

Today, on the site of Buffalo Bill's home ranch stands Station KODY, the new NBC outlet that serves 130,000 persons in West-Central Nebraska. Until five months ago, most listeners there could hear no daytime *network* radio. They heard evening network programs only irregularly as sky-wave signals from Denver, Lincoln, Omaha and other distant points permitted. Now they hear NBC programs day and night from their home station—KODY. And they like it. This situation already has attracted 102 advertisers† to KODY. There are still choice availabilities.

***THE NORTH PLATTE MARKET**

**Population: 131,115**
**Value of Livestock and Grain Sold in 1943: $93,700,000**
**Union Pacific's North Platte Payroll for 1943: $4,268,000**
**Retail Sales: $49,972,000**

**KODY *Showmanship.***

**Two daily broadcasts from famous North Platte Canteen . . . Associated Press . . . United Press and Chicago Daily News Foreign Service . . . Community Service and Special Events Programs Every Day.**

**IN FIVE MONTHS**

**†43 NBC ADVERTISERS . . . 12 National spot advertisers . . . and 47 local advertisers.**

RADIO STATION
**KODY**
NORTH PLATTE
NEBRASKA

**NBC**

**1240 KC**

*Owned and Operated by*
**RADIO STATION WOW, INC.**
*John J. Gillin, Jr., President*
JOHN BLAIR & CO., REPRESENTATIVE

WAKR

Sells!

THAT'S WHY

LOCAL
FOOD CHAINS
SPEND OVER 90%
OF THEIR RADIO
ADVERTISING DOLLAR
ON WAKR

WAKR TOWERS
OVER AKRON

Basic Blue Network
5000 WATTS
DAY AND NIGHT
★
Weed & Co.
National Representatives

# *Effect of Bursts on FM Are Studied By FCC; Satisfactory Solution Seen*

THAT portion of the very high frequency spectrum allocated to FM, the "staticless" method of transmission, is disturbed by an interference phenomenon known as "bursts" as well as "sporadic E transmission" which may bring in occasionally a normally unheard station which takes control of the FM receiver for minutes or even hours. That is the report of the FCC issued last Wednesday, based on technical studies of FM propagation still in progress.

While "bursts" are not new to radio engineers, no detailed information heretofore has been reported officially. The FCC said the amplitudes of but few of the "bursts" are sufficient to cause serious interference under existing standards. More detailed data are being gathered and a comprehensive report will be issued several months hence.

Both of these interference effects, the Commission said, are being studied by panels of the Radio Technical Planning Board. The Commission added it believed it "will find a satisfactory solution of the problems involved."

Following is the text of the FCC announcement:

Observations on a phenomenon in radio propagation hitherto not reported—long-distance bursts causing interference in the very high frequency band which includes the band 42-50 megacycles now assigned to FM broadcasting—were announced today by the Federal Communications Commission.

The amplitudes of the bursts, according to FCC engineers, have varied from the lowest levels which can be measured up to levels well in excess of that required to render a satisfactory FM broadcast service. During periods of maximum activity they may occur at the rate of several hundred per hour. However, the amplitudes of but few of the bursts are sufficient to cause serious interference to a receiver operating within the protected area of an FM station under present FCC standards.

### FCC Defines 'Burst'

A "burst" is defined as a sharp increase of signal strength of very short duration—seldom covering more than the time consumed by a single spoken word or a note or two of music— from an FM station located at a considerable distance from the observer. Since February, 1943, FCC engineers have been recording reception from certain FM stations to determine the nature and extent of the interference.

The bursts were observed from the higher powered FM stations only. This may account for the failure of amateurs, experimenters and others to have reported this type of interference in this frequency range. The bursts are not normally observed from nearby FM stations, since the steady ground wave signal is of sufficient strength to obscure them, but they may be observed in such instances by a system of pulsing or by a directional antenna which discriminates aaginst the ground wave. At greater distances where the steady signal is absent or of low intensity, the bursts may be heard through the loudspeaker or may be recorded by a suitable recorder.

Bursts have been observed by both methods at distances up to 1400 miles from certain FM stations, but are neither so intense nor so numerous at the longer distances as they are at distances of 300 to 700 miles. Commission engineers observed a systematic variation in the relative numbers of bursts which occur from hour to hour during the day, the highest number occurring near sunrise and the fewest near sunset.

It was pointed out these bursts may be related in some way to bursts of somewhat longer duration and greater frequency of occurrence which have been reported by other engineers on frequencies below 20 megacycles. The distances over which the FM bursts are received, as well as certain measurements of signal path length, indicate they are ionospheric in origin, just as are the bursts at the lower frequencies. There is also substantial agreement between the daily variations in the FM bursts and the lower frequency bursts which is further evidence that they are related and may perhaps be due to a common cause.

Bursts were also observed by Commission engineers on certain television stations at 72 megacycles, but insufficient data have been collected on these to make any determination of the relative amplitudes, frequencies of occurrence, and durations as compared with the bursts in the FM band.

In accordance with a commitment made when the FCC met November 17, 1943, with representatives of the Radio Technical Planning Board, the Interdepartment Radio Advisory Committee, and the Board of War Communications to discuss organization and procedure to be followed in postwar planning, the Commission has made a preliminary report on bursts in the FM band to the RTPB.

### Study to Continue

Commission engineers are continuing their observations and it is hoped data will be obtained which may serve as a basis for approximating the amplitudes and numbers of the bursts to be expected at various distances from a transmitter at any given time. This determination involves not only a long-time measurement of burst amplitudes from FM stations, but measurements as well of the path lengths and directions of arrival of the signals, in order to identify the medium causing the bursts.

In addition to the burst signal interference described above, there is another distinctly different kind of interference to Very High Frequency reception which has been recognized for some years. It happens occasionally that a normally unheard station will come in with sufficient signal strength to operate a receiver satisfactorily for a considerable length of time—many minutes or even hours. This effect, easily distinguishable from the burst phenomenon by its duration, can be produced by transmitters of low power and has been known to produce a signal sufficiently strong to take control of a receiver tuned to a local station on the same frequency. The cause of this phenomenon has been traced to abnormal "patchy" ionic densities in the lowest of the ionospheric layers—the "E" layer, and is known as "sporadic E transmission." While much data on this effect has been accumulated at lower frequencies, more are needed for the Very High Frequency region of the spectrum and it is hoped that the present recording program of the Commission will help to supply the need.

Both of these interference effects are being studied by the appropriate Panel of the Radio Technical Planning Board and with this cooperation and that of other interested organizations, it is believed the Commission will find a satisfactory solution of the problems involved.

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## WWNC Limits Religious Paid Time to Mornings

UNDER a new policy governing religious broadcasts, WWNC Asheville, N. C., will not sell daytime and evening hours for such programs, Don S. Elias, station executive director, disclosed last week. Religious programs will be accepted commercially only in these time brackets: Prior to 7 a.m. Monday-Friday; prior to 8:30 a.m. Saturday; prior to 11 a.m. Sunday.

Mr. Elias restated the station's rigid policy prohibiting direct solicitation or acknowledgment of funds, long in effect. WWNC will continue to provide time without charge to the best-known religious organizations in its community, including Protestant, Jewish, Catholic and leading Negro churches. Station also will continue to carry CBS sustaining religious programs.

---

RCA board of directors, meeting Friday, June 2, declared a dividend of 87½ cents per share on the outstanding shares of $3.50 cumulative first preferred stock, for the period April 1, 1944 to June 30, 1944, payable July 1.

# the Weather eats out of his hand

▶ Mark Twain to the contrary, somebody *does* do something about the weather—makes it, in fact, just as he wants it—is able to forecast it months in advance.

His is the job of keeping 4,200,000 cubic feet at NBC temperature ideal, dew point just what it should be, humidity never varying.

Humidity, that's the important thing in manufacturing made-to-order weather and processing it for string and percussion instruments, singers' throats and a host of performers who need the best atmospheric conditions for the best performances.

That's why NBC operates one of the most completely integrated air-conditioning systems in the world . . . 64 separate mechanical lungs so delicately coordinated that hundreds of people may enter one studio without raising or lowering the temperature in the one next door.

This elaborate air-conditioning system helps keep actors and audiences comfortable and responsive, of course, but all that is secondary to the role it plays in contributing to better broadcasting . . . building a smoothness of presentation, a fidelity of instruments and vocal cords which contributes so much to the perfection of NBC's musical presentations.

★ ★ ★

Custom-built weather is just one of the many examples of the manner in which NBC strives for perfection in the little things of radio knowing that the grand total of little things well done helps NBC maintain its leadership, helps make NBC "*The Network Most People Listen to Most.*"

**They all tune to the**

# National Broadcasting Company

**It's a National Habit**

**America's No. 1 Network**

NBC

**A Service of Radio Corporation of America**

# Newspaper Survey Full of Loopholes

## 'Statistical Nonsense' Is Term Applied to N. Y. Data

*The following analysis of the New York newspaper promotion booklet, "Newspaper Readers and Radio Listeners", was here prepared by* BROADCASTING *on the basis of interviews with a number of prominent market research executives. They were unanimous in their rejection of the methods by which small sample data, designed only for comparing the relative popularity of broadcasts with other broadcasts and newspaper ads with other newspaper ads, were projected into figures purporting to be measurements of listening and readership, but which are actually only statistical nonsense:*

THE newspapers of New York City have published a booklet, *Newspaper Readers and Radio Listeners*, which purports to compare readership of retail advertisements in newspapers with listening to retail advertising on the air by New Yorkers. Conclusions are that the median audience for newspaper ads is five times that of radio, and that the radio advertising is four times as costly per individual reached.

Bases for the comparison are a one-week radio survey conducted by Crossley Inc. utilizing, according to the booklet, "the same, authentic Crossley ratings by which national radio audiences are regularly measured," and 19 newspaper surveys, made between 1939 and 1943 by L. M. Clark Inc. (Now Grant Research Inc.).

### Extent of Study

The radio study, the booklet reports, was a coincidental telephone survey, made Oct. 14 through Oct. 20, 1943, covering programs of 15 minutes or more sponsored by retailers, comprising more than 10,000 calls and designed to have a minimum base of 600 dialings per program covered. Results were adjusted for "no answers" by including in the base a percentage of the "no answers" equal to the ratio of set-owners to total conversations.

Listeners were asked: What were you listening to just now as your telephone rang? If the answer was a station identification, they were asked: To what program were you listening? The third question was: What company or product does this program advertise? Calls were distributed: Bronx, 20%; Brooklyn, 35%; Manhattan, 25%; Queens, 20%.

Results are printed for 21 programs on six stations, reporting on each program as follows: Number of radio homes in the New York Market, 3,060,000; number and per cent *not* listening to the radio; number and per cent *not* listening to the station; number and per cent listening to the program; number and per cent who did *not* know the sponsor, and finally the number and per cent who knew the sponsor.

One of the programs is shown to have no listeners; 12 others are shown with no listeners who could identify the sponsor. The median audience for retail radio programs is shown as 29,000. But before analyzing the results it might be well to look at the way they were achieved.

First, data were gathered by telephone and percentages were projected to all radio homes, although only approximately 35% of homes in the area surveyed have telephones and telephone homes are obviously not typical of all radio homes.

Second, a sample of 600 calls is a sample of only two one-hundredths of one per cent of the 3,000,000 radio homes to which the percentages of listening are projected.

Third, the coincidental telephone survey technique employed measures sponsor identification only at the moment of the call. The percentage of identification does not indicate the percent of listeners who knew the sponsor after listening to the program, but only an average minute by minute identification.

### Crossley Comments

Archibald M. Crossley, president of the research organization which collected the radio data, has stated: "The conclusions and projections released in the newspaper report were without our knowledge, consent or approval. The issue involved is a question as to how figures are to be projected and reworked. In this case the projections and reworkings seem to have gone beyond the scope of the original data."

A word might be added on the selection of the programs included in the report. Several programs are of the participation type, with a number of advertisers sharing in the sponsorship. In such cases the study selects one sponsor as the right one, marking all other identifications as wrong. One advertiser sponsors six daily programs on a station. The one reported on is the one with the lowest rating of the six. Several of the advertisers are credit merchants, appealing to buyers in the lower income brackets,

WCSC's ROOTS
GO DOWN DEEP IN CHARLESTON!

Charleston, South Carolina's market, is one of the fastest-growing in all war-time America today.

And it's a market that will not only *stay* big...but will grow more!

For Charleston's been ranked A-1 for roots...judged to have *superior** prospects for retaining this war-time growth!

And this is the market where WCSC showed an audience-acceptance of more than 50% in 10 out of 14 hours, in a recent survey by Hooper!

**Survey by Dr. Hauser, Bureau of Census*

WCSC
CBS
COLUMBIA NETWORK
Represented Nationally by Free & Peters

# There's a Spot Time in any old town tonight

A wonderful "break" for advertisers has been the chain break—putting over short, powerful selling messages that *really sell.*

And there are many such good spots available, ready to go to work for you and your product tomorrow. A John Blair man can tell you about the best of them, in the markets that interest you.

Fall schedules will be heavy, so talk to your John Blair man today. He has not only radio information for you, but marketing facts as well—a good man to know.

## ask a John Blair man

**JOHN BLAIR & COMPANY**

THE VALUE OF INFORMATION IS MEASURED BY ITS RELIABILITY

Offices in Chicago • New York • St. Louis • Los Angeles • San Francisco

REPRESENTING LEADING RADIO STATIONS

WHAT 1,253,600 HOUSEWIVES CAN DO

*. . . In a Social Mood*

**They can talk. Talk about your product. Talk it up. Recommend it. Suggest new uses. But they won't give your product this free word-of-mouth advertising unless you continue to remind them of it frequently. Remember, these women buy $437,925,000 worth of food and $54,050,000 worth of drugs and cosmetics annually. They can and DO listen most to WTAM, Cleveland. Keep them listening to your advertising on WTAM. The daytime COST is only $.000073 per Housewife.**

**WTAM**
**CLEVELAND**
REPRESENTED BY
NBC SPOT SALES

Millions stay tuned to the
**National Broadcasting Company**
It's a National Habit

America's No. 1 Network
NBC
A Service of Radio Corporation of America

less likely to be covered by a survey limited to telephone homes.

In contrast to the radio study, which covered advertising for a wide variety of products including food, furniture and men's clothing, the newspaper advertising reported on is limited to the women's apparel field. The 19 studies made by L. M. Clark during 1939-1943 covered 94 newspaper ads, measuring 300 to 1,000 lines, placed by 34 advertisers in six New York newspapers.

"In each study," the booklet states, "the Clark field staff personally interviewed 300 women and 300 men who had read the particular issue being checked. The interviewees indicated on each page the items they specifically remembered having read." A spokesman for the research firm said the sample was further limited to readers who said they had read the particular issue as thoroughly as they usually do. Ignoring the reactions of masculine readers, the report states that the 94 women's apparel ads were read by a median audience of 151,000 women in the metropolitan area.

"This figure was arrived at by taking the average of women recalling having read the ads—with 100%, remember, equalling only those who had read the paper as thoroughly as usual—and projecting this percentage against the entire circulation of the paper. As Mr. Crossley had criticized the unauthorized projection of his radio data, so did the newspaper research firm disclaim any responsibility for the projections of their readership percentage figures."

### Wide Range of Error

Research people scoff at such projections of lowsized samples as are made of both the radio and newspaper figures. It was pointed out that the range of error is many times greater than any of the ratings and that therefore the ratings are indicative only of relative popularity of one radio program compared with other radio programs or of one newspaper ad compared with other newspaper ads, but they are not a measurement of absolute size of audience in either case.

Accurate data on exactly what percentage of each newspaper's circulation is read by women are not available. However, a study made in 1935 of newsstand purchases of morning papers in the New York area showed 73.8% of these purchases made by men and it is at least questionable that all such copies were read by women. For comparable radio figures, the percentage of those identifying the sponsor out of those listening to the program, projected to total radio homes, would give a much truer basis than the one used.

The newspaper booklet now takes these two medians, 151,000 for retail newspaper advertisements and 29,000 for retail radio advertisements and begins making its comparisons. But the 29,000, which started out as radio homes, has by now become individual listeners by an undescribed transition which overlooks the fact that more than one person in a radio home may be listening to a program. Recent studies indicate a New York daytime listening audience ranging from 1.1 to 1.8 listeners per radio home.

The report identifies the 21 radio programs, their sponsors and the stations which broadcast them, but does not supply similar identifications for 94 newspaper ads. Even the eight ads reproduced in the booklet are not accompanied by the names of the papers in which they appeared, but only by the size of the ad and the number of women readers, with an explanation of the method by which that figure was arrived at.

Ignoring the statistical incomparability of the two sets of data, the newspaper booklet continues to its conclusion that the median cost of reaching 1,000 radio listeners to 21 retail programs was $4.57, without talent costs, whereas the median cost of reaching 1,000 women readers of 94 newspaper ads was $1.16.

Without going into a detailed analysis of all the programs reported on in the study, it is interesting to note that the Jerry Lawrence program for National Shoes on WMCA, which is reported to have no listeners at all, a few weeks later made an offer for a four-week period which pulled 11,865 responses.

Also interesting is a survey made for a food advertiser using a participating program on WOR and also advertising in 19 morning and 22 evening papers within the station's guaranteed area. Listening was measured by Crossley Inc. with both telephone and non-telephone homes included. Readership estimates were based on the Continuing Study of Newspaper Reading made by the Advertising Research Foundation. Cost per thousand homes in which the advertising was seen or heard was $13.70 for morning papers; $13.91 for evening papers; $1.29 for radio.

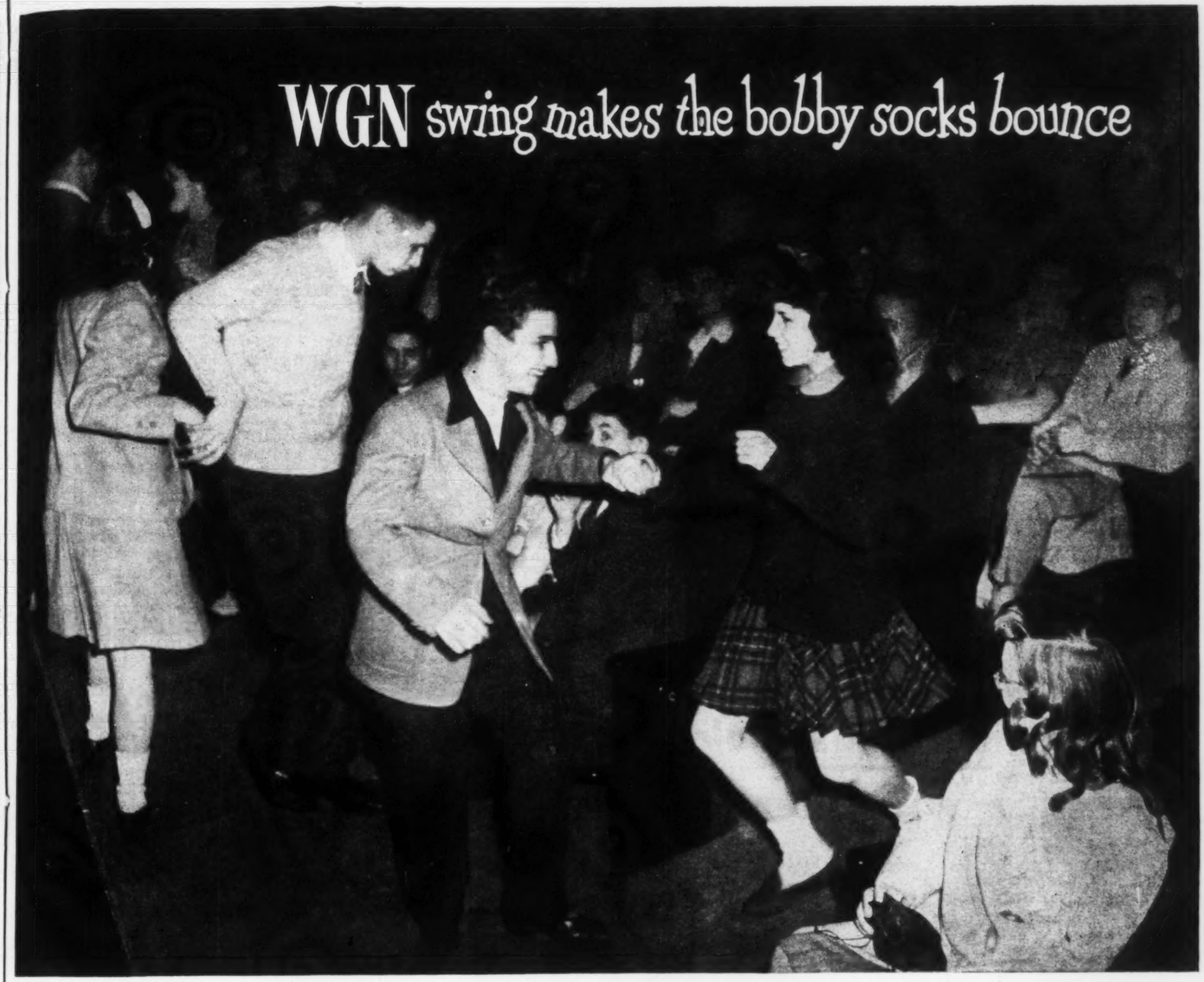
## EYE APPEAL

### Katz Optical Spots Bring Quick Results

KATZ DRUG Co., Kansas City, gives credit to radio for a good selling job, according to its advertising manager, Henry Gerling. Katz had been promoting its optical departments with newspaper advertising for many years, but because of newsprint shortage, the company and agency, Bruce B. Brewer & Co., decided to expand in radio.

The spot campaign now going on WDAF KMBC WHB, promoting the Katz optical departments, has produced definite customer results, Mr. Gerling said. The Katz Drug Co. long has been a big user of radio, both spots and programs.

# WGN swing makes the bobby socks bounce



High on the list of Chicago "musts" in radio programs is WGN's "Swing's the Thing" featuring Bob Trendler and the WGN Swing Band with the hottest vocal octette in radio.

For reasons best known to swing enthusiasts, this evening half-hour has definitely caught the fancy of the jive crowd. The studio audience exhibits the complete swing reaction—screams, whistles, cheers, and dancing in the aisles.

Maybe it's the trend—we don't know. But we do know that "Swing's the Thing" is a great example of WGN's program building ability and long standing policy of bringing the *best of all types of radio entertainment* to listeners in Chicago and the Middle West.

**CHICAGO 11** 50,000 WATTS

**ILLINOIS** 720 KILOCYCLES

*A CLEAR CHANNEL STATION*

WGN

MUTUAL BROADCASTING SYSTEM

*EASTERN SALES OFFICE: 220 E. 42nd Street, New York 17, N. Y.*

*PAUL H. RAYMER CO., Los Angeles 14, Cal.; San Francisco, Cal.*

# FCC Demands More Renewal Details

## Program, Engineering, Business Data Required

WITH THE extension of standard broadcast station licenses for three-year tenures, to become effective this fall, the FCC last week announced approval of a revised form 303, relating to applications for renewal of licenses, eliciting far more detailed information from stations than required in the past. Simultaneously, the Commission announced it had authorized two additional forms (303-A and 303-B), classified as to type of antenna used, seeking detailed engineering data with regard to each standard station.

The new 303 form was approved for six months only (until Dec. 31, 1944), by the Bureau of the Budget, which has authority over all Government forms and questionnaires. The supplementary forms dealing with engineering data, according to the Budget Bureau, have not yet been approved. It was declared to be the intention of the Budget Bureau to "invite criticism" of the new form so that provisions which might cause undue hardship can be modified. This is consistent with Bureau policy. The FCC, however, did not make mention of this invitation in its news release.

### New Program Breakdown

The new form 303 covers seven typewritten pages. A new method of breakdown of programs is required, designed to ascertain the amount of network program service used by stations, as well as the division between commercial and sustaining, and the distribution among transcription, recordings and "live" talent. This provision is substituted for the former renewal question relating to program content for particular types of programs, such as entertainment, educational, religious, agricultural, fraternal, news, etc.

The breakdown on network programs, obviously stemming from the network regulations banning exclusive contracts and option time, asked each station to specify the amount of commercial and sustaining programs received from each of the four major networks and from "other" networks, including transcribed delayed broadcasts of network programs.

The new renewal form will be used effective Aug. 1, for licenses which expire on Oct. 1. The regulations require that renewals be submitted at least 60 days in advance of license expiration. The three-year license, covering the full statutory period, was authorized by the Commission Dec. 14, 1943. Two-year licenses had been issued since Oct. 11, 1941, and one-year licenses from Aug. 1, 1939. From April 16, 1931, until the 1939 date, licenses had been issued for six-month tentures. In 1927, when the original Radio Commission was created, licenses were issued for three months, and that requirement remained in force until 1931.

The new form, is designed to eliminate certain other forms heretofore required by the FCC. But it seeks vastly more information than was required heretofore. The Bureau of the Budget approved the form on a trial basis on the promise that it would expedite and improve methods heretofore in force. It is subject to review and re-examination, however, it was pointed out.

### More Details Required

The form was approved by Peyton Stapp, clearance officer of the Bureau of the Budget. David E. Cohn, of the Bureau's Division of Statistical Standards, was assigned to the FCC form clearance. It was emphasized that six-month approval had been given to form 303 but not to the supplements.

In its news release the FCC said that precise engineering data must be supplied on form 303-A or 303-B. Heretofore it explained, engineering information has not been current or accurate in many cases.

The revised form probes deeply into ownership, operation and other financial interests of all licensees. Stations will be required to submit programming and operating logs with each renewal, covering the seven days immediately preceding the date of execution of the form. Stations are not required to submit financial data beyond that already requested by the Commission for annual financial reports, unless substantial changes in the

(*Continued on page 30*)

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# WLW Denied Higher Wattage for Invasion

TELEGRAPHIC request to the FCC from WLW Cincinnati, for special authority to increase its power from 50,000 to 500,000-800,000 w, to give widest possible coverage to the invasion news, was denied by the FCC Tuesday evening. The Commission said, following circularization of its membership, that the denial was based on established policy not to issue special authorizations in connection with invasion news. It is understood a number of applications for temporary power increases and increased operating hours were rejected in routine fashion.

The WLW request, from James D. Shouse, vice-president of the Crosby Corp., in charge of broadcasting, stated that the station desired to step up its power temporarily to provide the improved service. It proposed no increase in rates.

EXCLUSIVE NBC OUTLET
IN THE ST. LOUIS AREA

*For Low Cost Sales Stimulation*

KSD
*in* ST. LOUIS

KSD Has a Greater Daytime Population Coverage Area
Than Any Other St. Louis Broadcasting Station

*A Distinguished Broadcasting Station*

RADIO STATION KSD
Owned and Operated by the St. Louis Post-Dispatch
National Representative
FREE and PETERS, Inc.

. . TIME BUYERS ARE KEEPING AN EYE ON WLAC . . . 50,000-WATT STATION IN NASHVILLE . . .

## ★ ★ THE "MIKE"

★ I am Free-Speech "Mike". My ancestors landed with the Pilgrims in 1620 . . . helped write the Declaration of Independence, the Bill of Rights and the Constitution. I stand for the freedom of speech that Americans fight and die to preserve. I am located in more than 900 free radio stations of America. I am proud of my job. I'm going to fight to keep it!

**MEET**
***FREE-SPEECH "MIKE"***

**TUNE IN "VICTORY F.O.B."**

**Hear America's outstanding citizens, enjoy the thrilling music of victorious peoples on the march, presented by the WJR orchestra and chorus.**

CBS Coast-to-Coast Every SATURDAY 3:00 P. M., E. W. T.

# MUST STAY FREE

War has changed and upset many of the precious things to which we Americans had grown accustomed. Even now, we willingly have yielded certain liberties which are among the very principles for which we fight.

One of the principles for which Americans have fought and died is the constitutional right of the people to speak as freely as they choose. Radio, which truly has become the voice of the American people, necessarily has surrendered some of its privileges during wartime—the complete and unfettered freedom which victory surely will restore.

Radio broadcasting in America is an integral part of the nation's competitive enterprise system. It helped bring this country to the world's highest standard of living. It is aiding the war effort in countless ways. And it promises to provide still greater benefits for Americans in postwar days to come.

Radio . . . released by peace from unavoidable wartime restrictions . . . will play a leading role in making America and the whole world a better place in which to live. *That is why the "mike" must stay free!*

**WGAR ★ WJR ★ KMPC**

CLEVELAND DETROIT LOS ANGELES

G. A. RICHARDS, PRESIDENT

**Serving for Victory in Three Great Areas of our Nation**

(*Continued from page 26*)

financial status of the applicant have occurred since the last annual report.

Where corporations are licensees detailed information is requested as to shares of stock, stockholders of record, and the number of shares voted at last meeting of shareholders. If there are more than 20 stockholders, detailed information is required with respect to any person owning 3% or more of the voting stock.

### Monopoly Questioned

Directors and principal stockholders must show in what other radio stations or businesses they hold a 25% or more interest, the nature of the business and other pertinent data.

Applicants are asked whether they have been involved in any Federal Court proceeding relating to monopoly or attempt to monopolize radio communications—pursuant to a provision of the Communications Act which specifies that no one "finally adjudged guilty" in such a proceeding may hold a license.

In addition to the breakdown on commercial, sustaining, network and other program operations, the Commission asks stations to state the average number of hours per week used in advertising any business, other than broadcasting, in which the applicant is engaged directly or indirectly.

Stations also are required to submit copies of all contracts or give the substance of all sustainings of a general nature affecting program service, including chain broadcasting contracts and transcription service contracts. Another question goes to contracts, arrangements, or understandings, express or implied, giving any person other than the licensee rights or privileges in ownership or operation or presentation of programs, including management contracts, or bulk time sales contracts. If not in writing, such agreements must be reduced to writing and all other submitted.

An entirely new question reads: "Set forth in an exhibit the name, address, citizenship, experience and salary, including any bonus, of all personnel of the station (including any salary or bonus paid the licensee or owner), showing the position and duties of each."

The form specifies that the last application for station license is to be considered part of the renewal and the truth of any statements contained in it "is hereby reaffirmed". Provision is made for exception in given particulars.

The form carries the customary waiver that the applicant waives any claim to the use of any particular frequency, or of the ether, as against the regulatory power of the U. S. "because of the previous use of the same, whether by license or otherwise", and requests a "renewal of its existing license in accordance with application."

Following is the text of the FCC's news release issued June 6:

The Commission, on May 30, 1944, approved a revised Form 303, application for renewal of license for standard broadcast stations and authorized two new forms, 303-A, Statement of Technical Information Concerning Standard Broadcast Stations Using Nondirectional Antennas, and 303-B, Statement of Technical Information Concerning Standard Broadcast Stations Using Directional Antennas.

The Commission has required very little engineering data with regard to any standard broadcast station since the change to the abbreviated renewal application Form 303 in February, 1942, and in view of the recently extended license period for standard broadcast stations to three years, it is essential that up-to-date engineering data be filed with the Commission. For this reason, licensees will be requested to submit to the Commission, by Aug. 1, 1944, such current engineering information on Form 303-A or 303-B. It is expected that a supply of the newly approved forms 303-A and 303-B will be available in a short time and will be promptly mailed to each standard broadcast station.

One significant change in the forms covering the engineering data is that in addition to being executed by the applicant, the chief engineer or technical director of the station will be required to swear or affirm that he has read the same, knows the contents thereof, and that the matters and facts set forth in the form are true of his own knowledge. Past experience has indicated that many licensees filed their renewal applications with gross errors which are repeated time and time again, thus indicating that the data had been copied from a previous renewal application without re-examination by anyone having knowledge or information of the facts. It is hoped that with the revised forms, engineering information submitted will be current, accurate, and of real assistance to the Commission.

In addition to up-to-date engineering data, the revised application form and renewal of license seeks to elicit information as to the ownership, operation, interests therein, etc., of all licensees. Current information on program service is likewise sought and applicants will be required to attach to the original application only the program and operating logs or one exact copy thereof required to be kept under Section 3.404 of the rules for the seven consecutive days immediately preceding the date of execution of the application form. If the original log is submitted and so marked, it will be returned to the applicant.

The requirement in the revised form for submission of program and operating logs is in lieu of the provision in Form 303 prior to revision, which sought a breakdown of program content giving percentage of total monthly hours (commercial and sustaining) divided into types of programs such as entertainment, educational, religious, agricultural, fraternal, news, etc., and it is believed will result in eliciting more accurate information on the subject of program service the station renders with less effort on the part of the applicant.

In view of the fact that under Section 1.361 of the Commission's Rules of Practice and Procedure, licensees are required to file an annual financial report, no additional financial data is required by the revised Form 303 unless changes in the financial status of the applicant have occurred since the filing of the applicant's last annual report, in which event such changes are required to be reported. The applicant must, however, represent that its financial condition, except for minor changes occurring in the normal course of business, is the same as of the date of execution of the renewal application as that shown in the most recent annual report, stating the date filed.

## KLCN to Sudbury

FCC last week granted KLCN Blytheville, Ark., consent to voluntary assignment of license from Fred O. Grimwood, sole owner, to Harold L. Sudbury, general manager of the station, for a total consideration of $15,865.12. Mr. Grimwood is now engaged in war work. KLCN operates daytime on 900 kc with 1,000 w.

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ROYAL LACE PAPER Works, Brooklyn, has appointed H. M. Kiesewetter Adv., New York, to handle advertising effective about Sept. 1. A spot advertiser, the account is at present inactive in radio. Future media plans not set.

ONE STOP—OR *26*?

There are 26 comparatively small towns in the Hartford Trading Area. No *one* of these towns compares with Hartford. But *together*, they have more retail sales than the entire city of Hartford!

Naturally, it's important that your advertising reach the people in these surrounding towns. Before the advent of radio, this required 26 separate trips. Today, your message on WDRC covers not only Hartford, but the entire trading area!

Eliminate non-essential traveling, and at the same time, do the essential job of advertising to ALL your customers.

**Connect in Connecticut by using radio, on WDRC!**

COVERAGE 2 PROGRAMS 3 RATE 1
GET ALL 3 ON WDRC

WDRC
HARTFORD 4 CONNECTICUT

BASIC CBS

Connecticut's
Pioneer
Broadcaster

SOLID PERFORMER

KRLD
50,000
WATTS
CBS

KRLD

Oldest CBS
Outlet in
TEXAS

•

*Ask a Branham-man*

KRLD
DALLAS, TEXAS
The Times Herald Station
50 KW ★ 1080 KC.

# ASCAP Answers to NAB Music Group

## Society Explains Stand On Several Disputed Questions

*Differences between ASCAP and the NAB Music Committee over the interpretation of six disputed points in connection with royalty claims were set forth in the June 5 issue of* BROADCASTING *in an article abstracting the report of the NAB Committee to its membership. ASCAP contends that its position was not adequately presented in the analysis.* BROADCASTING *herewith publishes in full text the letter of May 5 sent by John G. Paine, ASCAP general manager, to Campbell Arnoux, WTAR Norfolk, chairman of the NAB Music Committee, in an endeavor to present the ASCAP side fully.*

Dear Mr. Arnoux:

Whether you know it or not, you and Mr. Begley laid before us a very difficult and complicated problem, only, however, as to the first of the six points which you called to our attention and on which you have asked us to set out in writing our attitudes and interpretations.

Unfortunately for us, at all events, you were not in on the negotiation of these contracts at the beginning and therefore naturally cannot be familiar with the whole licensing problem as it presented itself to the Society and to the radio broadcasting industry.

### Considered as a Whole

We cannot think of any one type of contract alone. We must at all times think of our entire licensing formula which consists in the main of four principal types of agreement, the blanket commercial, the blanket sustaining, the program commercial, and the program sustaining. Modifications or interpretations of one contract affect not only that contract but each of the others involved.

At the time of the negotiation of these contracts they were never considered separately, they were always considered as parts of an interrelated whole. When the rates were determined they were determined on the basis of intention and language and agreed interpretations between representatives of the Society, representatives of the radio industry, and in many instances, with the approved associations of the industry.

Hours and hours and hours were devoted to discussions of the contract, paragraph by paragraph, and to the meaning of the contract, paragraph by paragraph, and eventually in order that there might be no further controversies, a special committee was appointed by the Independent Broadcasters Inc. to work out with ASCAP a final determination and interpretation of the per program agreements, and that interpretation was sent to the entire industry by the special committee in a letter dated Oct. 17, 1941, which is known now as the IBI letter. Undoubtedly you have a copy of this letter in your own files. If not, and you care to have one, we shall be very happy to send you one. This letter of interpretation was sent to the entire radio industry before a single per program contract was entered into between ASCAP and any radio station.

Three years have gone by since that occurred. Some broadcasters having the per program contract may now feel that more favorable interpretations and modifications should have been obtained when the contracts were originally negotiated, but it must be remembered that the negotiation of these contracts was a matter of give and take on both sides and at the time the contracts were entered into, the interpretations expressed in the IBI letter were accepted as satisfactory both by the Society and by the entire radio broadcasting industry and were the basis on which the rate structure was determined.

Mr. Miller, at a meeting of your committee sometime ago at the Roosevelt Hotel, which meeting Mr. Greenberg and I attended, characterized what I have just said as being not so, stating that ASCAP at that time was licked and would take any deal that was offered. I was greatly astonished to hear Mr. Miller so state because he knows, or should know, better than anybody else that the IBI appointed its committee to carry on negotiations with ASCAP in connection with the per program contract only because they felt that the per program contract as was then agreed to between the negotiators for the industry and ASCAP, did not sufficiently meet the needs of the industry, and ASCAP met with the IBI and made the modifications which the IBI committee wanted and which were all that the IBI representatives felt could reasonably be demanded of the Society.

### Refers to Letter

You ask that ASCAP clarify its position regarding "royalties on announcements containing no ASCAP music scheduled immediately adjacent to or between completed programs containing ASCAP music and vice versa". We feel that we have already done this in a letter addressed by us under date of May 18, 1943 to all local station program commercial licensees, a copy of which letter we enclose.

In sending this to you as our reply to your point No. 1, we would like to state that ASCAP is today as interested in establishing cordial relations with the radio industry as it was in October 1941, and if you feel that it would serve a really industry-wide purpose to canvass further the provisions of the contracts, we will be only too happy to meet with a committee appointed, I assume, by the board of the NAB, to go into the matter further.

In answer to point No. 2, which is to have ASCAP clarify its position regarding royalties on commercial revenue in participating programs because a non-sponsored Government transcription containing ASCAP music is spotted therein, I think I can do no better than to repeat here what I said to you on your visit. This question first came to our attention from the Treasury Dept., which holds a license from the Society, and we advised them that if the NAB would assure us that our agreement to consider such a non-sponsored Government transcription as not a part of the participating program, would not be used as a precedent against us later in our interpretation of what constituted a participating program, we would be quite willing to agree to that arrangement.

Of course, if a broadcaster should insert in a participating program an unreasonable number of such Government transcriptions, we would naturally consider such a use as an evasion of the obligation of the agreement, unethical and, we also feel, detrimental to the best interests of broadcasting.

As to point No. 3, in which you ask ASCAP to clarify its policy regarding the issuance of regional network licenses for occasional regional networks, there is not much that we can say about this because under our consent decree it is mandatory for us to clear at the source all network programs whether they are regional or occasional or national. The decree reads as follows:

> "(4) Defendant, ASCAP, shall not license the public performance for profit of any musical composition or compositions except on a basis whereby, in so far as network radio broadcasting is concerned, the issuance of a single license, authorizing and fixing a single license fee for such performance by network radio broadcasting, shall permit the simultaneous broadcasting of such performance by all stations on the network which shall broadcast such performance, without requiring separate licenses for such several stations for such performance."

In reference to point No. 4, asking for a logging technique required by ASCAP, particularly as regards transcriptions and record numbers, ASCAP has always taken the position that in connection with transcription library services that supply

What has a hay bailer to do with time buying?

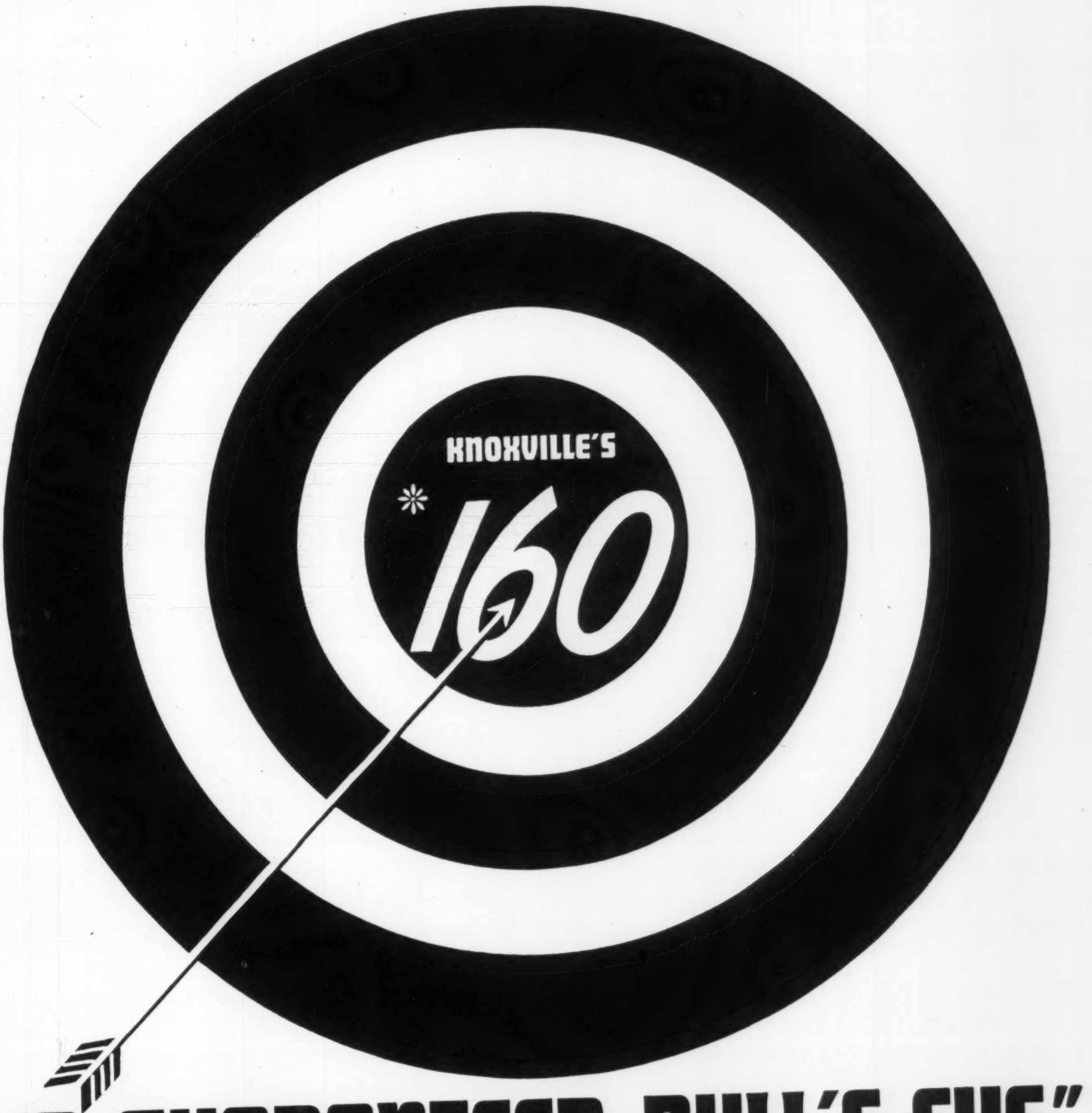
Plenty! It's a machine that puts a needed product into the most convenient form for the farmer's use.

So it is with WIBW. We put your sales message into a form that's most acceptable to our audience. This is easy because, for years, our thoughts, speech and programs have been geared to the every-day needs of this six-state area. That's why 4,811,511 farm and small town listeners welcome us as a friend and neighbor.

Whenever you want to tell the people of Kansas and adjoining states about *your* product, let WIBW deliver that message in a form that has instant acceptance.

Ask any WIBW advertiser. He knows!

WIBW IN TOPEKA "The Voice of Kansas"
COLUMBIA'S OUTLET FOR KANSAS
BEN LUDY, Gen. Mgr.
REPRESENTED BY CAPPER PUBLICATIONS, INC.
NEW YORK CHICAGO KANSAS CITY SAN FRANCISCO



"A GUARANTEED BULL'S-EYE"

**KNOXVILLE** . . . a growing, wide awake city of over 200,000, home of great industries, leading the nation in increase in retail sales and services. What target for your sales message!

*Sales Management's "Retail Sales and Services Forecast for June 1944" with June 1943 taken as a base of 100%, showed Knoxville with an increase to 160% . . . Leading the nation!

*"Copr. 1944, Sales Management Survey of Buying Power; further reproduction not licensed."*

WBIR WROL WNOX

KNOXVILLE • TENNESSEE • HOME OF TVA

to ASCAP a duplicate copy of the card index of their transcription library, we will accept as a full compliance with the logging requirements of the per program contract the catalog number and cut performed in lieu of the information required by the contract.

We have further agreed that we will accept record numbers and side performed for such records as have been contained in the record releases sent by the Society to the radio stations.

It is impossible for us to accept record numbers generally because we have no files here in the Society of recordings or of record company catalogs. A mere record number means nothing to us at all and gives us no information whatsoever as to the composition used, nor have we any way of looking it up.

The transcription library catalogs that are believed to be complete with us at the present time are World, Associated, NBC Thesaurus, Standard, MacGregor, and Lang-Worth. We have no others here and, as explained to you, we have no way of getting them unless the transcription companies voluntarily supply us with the material. There is no contractual relationship between us and any of these libraries.

### Corporation Control

As to point No. 5, asking for a clarification of ASCAP's policy regarding royalties on programs and announcements in behalf of controlling corporations, this policy is one that has long been established. Originally we agreed that where a radio station was directly owned by a certain corporate entity, that corporate entity could make announcements over the radio station of its product or service and that such announcements would not be amenable to percentage.

This was subsequently modified and broadened to cover a separate entity which wholly owned the corporation operating a radio station and it was no longer necessary that the radio station and the parent company be the identical corporate entity. But the understanding has always been that the exemption from percentage payments applied only to announcements and not to programs.

As to the sixth and last point, in which you ask ASCAP to clarify its policy where the ownership of a number in dispute is involved, we understand that there has been some objection raised by radio broadcasting stations to ASCAP's continually writing to them, month after month, calling their attention to their use of a work claimed by us and which they have failed to account to us as belonging to ASCAP. This frankly is an inquiry which we cannot quite understand. It may be that the phraseology of our letters could be improved. That I don't know.

But certainly we would be very remiss, I should think, if we didn't let the radio stations know that we were claiming a number which they used, as the continued use of that number may be building up for the station a substantial contingent liability, and any businessman, it seems to me, would like to do that only with his eyes wide open. Our failure to call these things to his attention should be the subject of criticism rather than our calling them to his attention.

In conclusion, I want to thank you personally for the opportunity which you and your committee afforded the Society in laying before the industry these matters, and to tell you how deeply appreciative we are of the courteous and businesslike way that you and Mr. Begley presented the problems at the very pleasant conference we had about ten days ago in my office.

## Corning on WPAR

IN A MOVE to bring about closer understanding between management and labor, the Corning Glass Works (Parkersburg, W. Va., division) presented its employes in a half-hour variety program on WPAR Parkersburg. Although the time was purchased by the glass works, the program was presented under the auspices of Corning's Cooperative War Council, a committee of representatives from management and labor.

## Mil-Du-Rid Test

INTERCHEMICAL Corp., New York, has appointed Samuel C. Croot Inc., New York, to handle advertising for Mil-Du-Rid, a new paint product. A test campaign using one-minute live announcements started May 29 on WFTL WIOD WTIC WDRC WHIO WREC and KRNT.

## DUSTIN'S NEW ROLE
### Ex-Commercial Head of WSM
### Becomes Client

FORMER commercial manager of WSM Nashville, Winston (Red) Dustin, now a Sgt. on the PRO staff of the Fourth Ferrying Group, turned out to be a "client" (albeit a sustaining one) last week. The "dog bites man" event occurred when WSM Nashville put on a service show to simulate WAC recruiting at Ellis Auditorium, Memphis, for 10,000 servicemen and women. Sgt. Dustin was the PRO man in charge.

Entertainers at the show were Roy Acuff and his Smoky Mountain Boys & Girls of Grand Ole Opry, NBC show. Featuring top network talent, the personnel of the show included Whitey (Duke of Paducah) Ford, Grand Ole Opry m.c. and Ernest Tubb, the Texas Troubadour.

Troupe was flown to Memphis and back in Army planes, along with the station's boss—Harry Stone, WSM general manager.

## Johnson Bill Licensing Commentators Shelved

LICENSING by the FCC of commentators and analysts whose programs are sponsored is provided in a proposed amendment to the White-Wheeler Bill (S-814), introduced last Monday by Senator Ed Johnson (D-Colo.), member of the Interstate Commerce Committee. Senator Johnson previously had submitted an amendment to ban liquor advertising by air in states with such prohibitions [BROADCASTING, June 5].

The Johnson amendment, now considered "dead" with the bill, would provide for the licensing of commentators who subscribe to and accept this code: "News shall be presented with fairness and accuracy; no commentator shall make any false, slanderous, libelous or derogatory statement concerning any person; news commentaries and analyses shall be presented in compliance with all the provisions of the Communications Act of 1934 and regulations made pursuant thereto."

Authority to revoke licenses of news commentators who violate the "code of ethics" would be vested in the Commission. It was to provide appeal to the courts, however.

## KID Transfer Granted

CONSENT was granted by the FCC last week to the voluntary transfer of control of KID Idaho Falls, Ida., from Jack W. Duckworth, sole owner, to a syndicate of Idaho and Utah businessmen for the consideration of $100,001. Mr. Duckworth has operated the outlet for the past 17 years. He has not announced his future plans. Purchasers are H. F. Laub, of Logan, Utah, president and 40% owner of KVNU Logan, also in the electrical contracting business; L. A. Herdti, Ogden electrical contractor; and Walter Bauchman, Idaho Falls electrical contractor. Each acquires one-third interest in KID, which operates on 1350 kc with 5,000 w to local sunset and 500 w night.

We'll get your message across!

Under war's impact, advertising procedures are shifting fast. New methods, new media must be found.

WSIX offers its full facilities to advertisers seeking adequate representation in the rich Nashville area. We shall be glad to furnish proof that this station has what it takes to do the job, including seven months steady audience increase by HOOPER.

WSIX
5,000 WATTS
980
KILOCYCLES

Member Station
The Blue Network and
Mutual Broadcasting System
The Katz Agency, Inc.,
National Representatives

5000 WATTS
WSIX
"The Voice of Nashville"
NASHVILLE, TENN.
980 KILOCYCLES

# TERRIFIC TOURNAPULLS

SALUTE TO

## R. G. LeTOURNEAU, INC.

### No Re-Conversion Problem

R. G. LeTourneau, Inc., like other major Peoria industries, faces no serious problem of reconversion when the war is won. The same types of LeTourneau equipment now so vital for war will help build the highways, the flying fields, the dams and bridges of tomorrow.

The Committee for Economic Development says this about Peoria—". . . only about one thousand workers will be dropped from a wartime high of 30,000 employees—thus continuing the prosperity of the district . . . "

WMBD serves industrial Peoria and all Peoriarea—16 counties in the heart of the rich Illinois cornbelt with a population of over 600,000. An outstanding market today. An even more valuable market tomorrow! Use WMBD for *complete coverage*.

One of a series of advertisments saluting Peoria Industry.

Today, over 3,300 LeTourneau employees are engaged in building 65 per cent of all heavy earthmoving equipment and scrapers. These regular peacetime products are now produced entirely for the fighting-forces.

LeTourneau equipment "moves the earth" on every front. U. S. Engineers (with LeTourneau machinery) are clearing ground bases, building roads and preparing the way for the advances. Out in front, is the Tournapull Carryall which fills, hauls and empties itself at the average rate of 15 heaped yards per load.

Victory thru air-power will win World War II; but LeTourneau earthmoving machinery builds the fields from which the "flying-warriors" take-off.

FREE AND PETERS
National Representatives

**WMBD**

PEORIA BROADCASTING COMPANY
PEORIA 2, ILLINOIS

# We Sell Programs

In these days of saturating demand for announcement availabilities we are particularly pleased to point out that by far the largest part of our sales are programs of five minutes and longer.

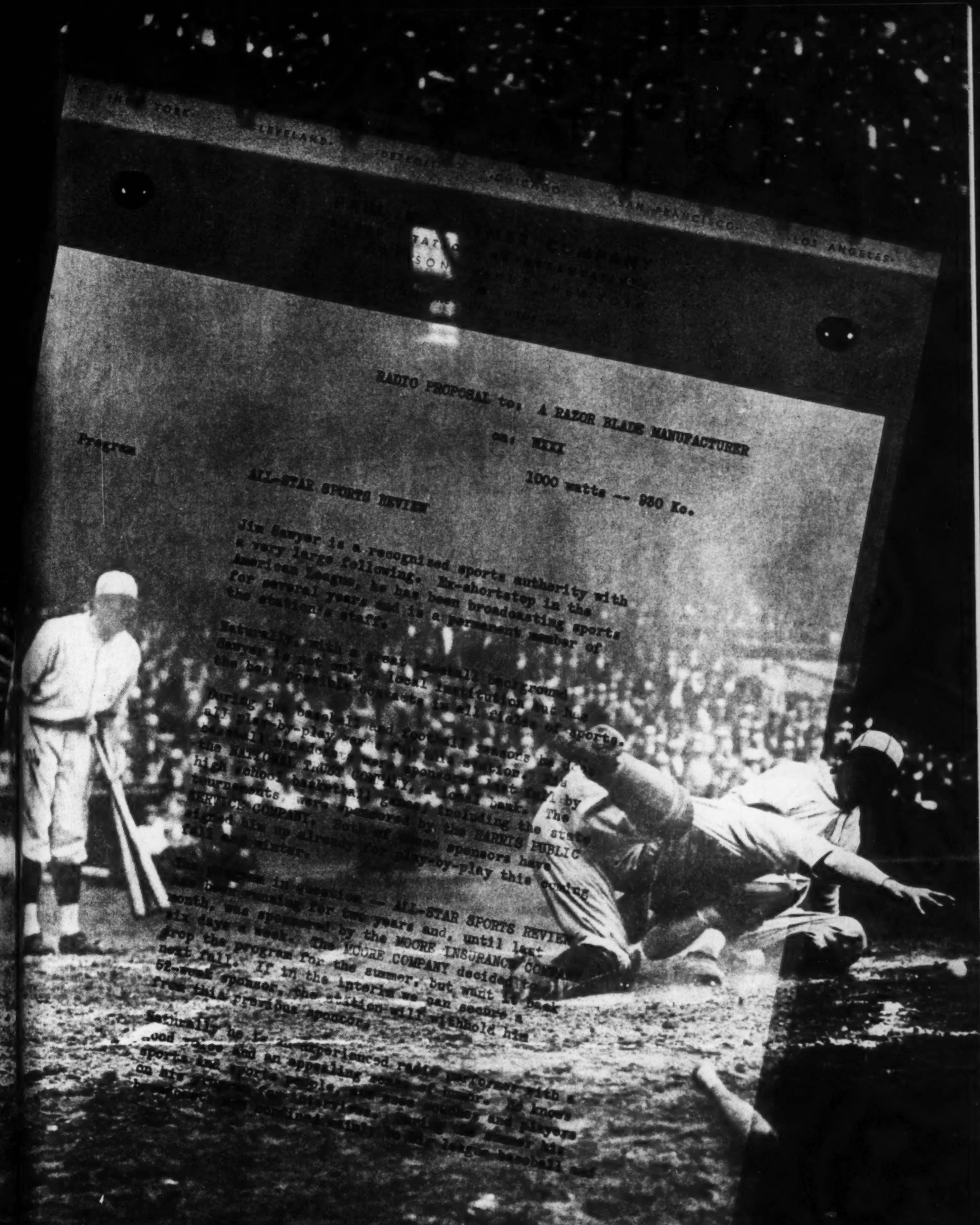
Every modern means of selling and presenting programs is used. Letters, direct mail, transcriptions and hundreds of presentations similar to the one shown here are employed for this purpose.

But most important of all, these presentations are made in person by men highly specialized and devoted exclusively to the sale of radio.

Time buyers find successful program selling of this kind is constructive and the results are gratifying to the radio stations we represent.

**PAUL H. RAYMER COMPANY • RADIO STATION REPRESENTATIVES**

**NEW YORK • DETROIT • CHICAGO • SAN FRANCISCO • LOS ANGELES**



NEW YORK · CLEVELAND · DETROIT · CHICAGO · SAN FRANCISCO · LOS ANGELES

RADIO PROPOSAL to: A RAZOR BLADE MANUFACTURER

on: WXXX

1000 watts -- 930 Kc.

Program

ALL-STAR SPORTS REVIEW

Jim Sawyer is a recognized sports authority with a very large following. Ex-shortstop in the American League, he has been broadcasting sports for several years and is a permanent member of the station's staff.

Naturally, with a great baseball background Sawyer is not only a local institution but has the best possible contacts in all fields of sports.

During the baseball and football seasons he did all play-by-play [illegible] baseball broadcasts [illegible] were sponsored [illegible] the NATIONAL TRUST COMPANY, a local bank. The high school basketball games, including the state tournaments were sponsored by the HARRIS PUBLIC SERVICE COMPANY. Both of these sponsors have signed him up already for play-by-play this coming fall and winter.

The program in question -- ALL-STAR SPORTS REVIEW has been running for two years and, until last month, was sponsored by the MOORE INSURANCE COMPANY six days a week. The MOORE COMPANY decided to drop the program for the summer, but want it back next fall. If in the interim we can secure a 52-week sponsor, the station will withhold him from this previous sponsor.

Naturally he is an experienced radio performer with a good voice and an appealing sense of humor. He knows sports and sports people, and uses coaches and players on his program for interviews. [illegible] his broadcasts [illegible] league baseball and

# Editorial

## Invasion by Airwave

D-DAY and H-Hour found American radio ready and in full war toga. The first flash in the small hours of June 6 put American transmitters on round-the-clock schedules. Most of the 130 million Americans who remain at home lived by their radios and will live by them until Hitlerism is pulverized.

Radio's achievements since Pearl Harbor are etched deeply in this war's history. But this, the biggest military operation of all time, found radio primed to perfection—not overtrained. Every minute aspect of the invasion, as soon as passed by SHAEF censorship, was brought clearly and precisely to mothers, fathers, wives and children. There were no melodramatics.

A whole nation prayed for its fighting forces—by radio. For the first time a President of the United States led the nation in prayer over combined networks and independent stations. All prayed in a common tongue. Some 90 million Americans prayed with the President for victory. Radio was the pulpit.

The grim reality of war is brought to the fireside. The biggest news story since creation is being reported in split seconds. Radio really found itself on D-Day.

Radio wants no special praise for this job. It's radio's responsibility, albeit a heavy one. Radio's task is to purvey information as accurately and as quickly as military operations permit. Then it is radio's job to maintain morale.

As this is written, Allied forces have achieved their preliminary goals. But this, we are told, is only the beginning of the all-important chapter in this war of liberation. Radio was there in the amphibious operations, going over with the invasion troops by surface vessel and plane. Carefully laid plans for round-the-clock transatlantic radio worked perfectly. Network correspondents reported to the awaiting American audience on-the-scene observations within minutes.

The George Hicks recording of an invasion craft under enemy attack is the first great documentary of the war. All networks, on the pooling plan, carried it. They forgot the recording taboos.

As has been done many times since Pearl Harbor, commercials were tossed overboard by networks and stations, and with the willing acquiescence of sponsors and the cooperation of agencies. No program is sacrosanct. Invasion news has the right of way and will continue to have it until Yankee Doodle is played over "Radio Berlin", ending the European phase of this holocaust.

Radio—American radio—is performing in other ways in this epochal battle. It is serving as a potent instrument of attack. It is being used to rally the underground in subjugated countries. American transmitters, manned by American broadcasters, are pouring instructions into the continent. Allied transmitters are being established wherever Allied forces go as the Voice of Liberation.

Last September the Italian fleet surrendered via radio. Every Allied unit of the invasion is equipped to operate captured stations for broadcast in native tongues. Psychological warfare, spearheaded by radio, is playing an important role in this invasion—a story that won't be told in its full significance until the Hitler tyrants are knocked out.

We are warned about overconfidence. It may be a long haul to Berlin. Radio's job is to keep our people the best informed anywhere. Thanks to the industry, understanding and resourcefulness of Gen. Eisenhower and his Supreme Command, this is being done.

Today American radio is performing brilliantly by reporting every heartbeat of humanity's greatest armed conflict.

Tomorrow it will be the voice that proclaims peace.

## The Johnson Gag

LIKE THE late-lamented White-Wheeler Bill itself, the proposed Johnson Amendment to license radio commentators also appears to be dead as a dodo. And dead it should be, for never was there proposed a piece of legislation that would so completely and thoroughly destroy freedom of radio—and of the press. Whether a commentator "publishes" via the microphone or the printing press makes no difference. All reporters are commentators, and vice versa. Some wear spats.

The amendment offered by Sen. Ed Johnson (D-Col.) would provide that no sponsored news analysis or commentary could be broadcast unless the commentator or analyst were licensed by the FCC. The amendment would authorize the FCC to license commentators and invest in the Commission authority to revoke such licenses if the commentator violated the law or any regulations. He would have a right to appeal to the courts.

Under a proposed "code", by which the Commission would be guided in issuing licenses, commentators would agree to present news in "fairness and accuracy", and not to falsely broadcast any "scandal, libel or derogatory statements". They would swear to be guided by the Communications Act of 1934 and "regulations made pursuant thereto."

It doesn't take clairvoyance to detect that, should the bill become law, it would mean the end of free speech and free press. It would mean that the FCC, in addition to present broad regulatory powers, would, in fact, become the Government censor through which all news broadcast would flow.

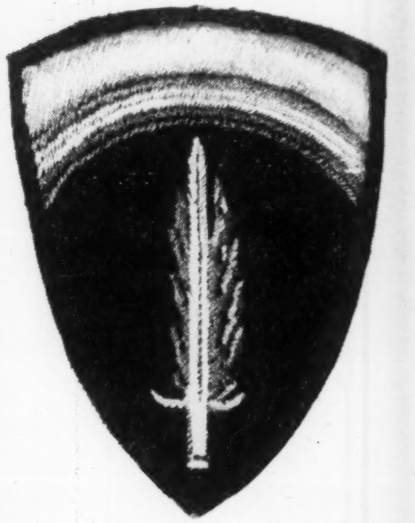
Portions of the White-Wheeler Bill and Johnson amendment indicate the dangerous trend in legislative thinking.

Those charged with disseminating news don't need Government supervision. For generations newspapers have done a pretty good job of keeping their own reporters, analysts and columnists straight. Radio likewise has performed well. The burden of editorial judgment rests not with the FCC nor any other Government agency, but with radio itself.

True, a few scattered commentators step out of line occasionally in their zeal to criticize certain Congressmen who use the immunity of Congress to assail them. But that isn't a job for Congress or the FCC. It's up to radio management, which is guided by public reaction.

Be it said in fairness to the FCC, it certainly didn't ask for the Johnson amendment.

# Our Respects To —



### RADIO'S LIBERATION FORCES*

IF A POLL were taken today of radio's man of the hour, no single soul could win. Those 25,000 people who man the nation's 912 standard stations and those additional hundreds in other broadcast pursuits would ballot en bloc for the men of radio on the firing lines and in the war theatres—6,000 of them from broadcasting's ranks alone.

So we break precedent. Our "Respects" go to all of radio's fighting sons. Attention is focused upon Europe where the Allied forces under Gen. Eisenhower are pressing into the Continent to free enslaved millions from the Hitler yoke in the greatest war offensive of all time. Every radio man on this side of the pond has his heart on the beachheads of France or in the British Isles.

Almost every broadcaster thinks of a fighting brother or son or colleague in that inferno. He tries to listen without emotion to the news piped in from the fighting fronts, and it is his job to keep the home front informed—a sort of radio conduit to the fireside. But he thinks of that kid announcer, or that gangling guy in the control room—just ordinary G.I. Joes now.

The full story of radio's invasion role isn't being told on the transatlantic circuits. There are those hundreds of boys with the invading forces wearing Signal Corps insignia, who rig up the lines for communications. There are the intricate Air Forces communications systems, virtually all radio. Many radio men are with the Army's AMG, prepared to take over radio operations in occupied territories.

OWI has a formidable and well-organized crew for psychological warfare, who have performed from the British side and now are fil-

(*Continued on page 40*)

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* Heraldic Interpretation of Shaef Emblem—Upon a field of sable black, representing the darkness of Nazi oppression, is shown the sword of liberation in the form of a Crusader's sword, the flames rising from the hilt and leaping up the blade. This represents avenging justice by which the enemy power will be broken in Nazi-dominated Europe. Above the sword is a rainbow, emblematic of hope, containing all the colors of which the National flags of the allies are composed. The heraldic chief of azure blue, above the rainbow, is emblematic of a state of peace and tranquillity, the restoration of which to the enslaved people is the objective of the United Nations.

# Why your WMFM program will be received with 'OPEN ARMS'...

You'll meet an intensely loyal audience, when you add WMFM to your fall radio list . . . a family audience that extends "open arms" to a well-planned program.

You'll meet families that prefer WMFM because it gives them the appealing combination of crystal clear, static free FM, plus distinctive quality programs, keyed to the wants and needs of the community. These listeners stay tuned to WMFM, the station that gives them the programs they want.

Your WMFM program will be listened to and enjoyed by men . . . women . . . children who are eager and receptive. They will make your program a prestige building, sales promoting success.

WMFM is anxious to work with you in developing your WMFM program. Perhaps one of the outstanding WMFM sustaining programs would be ideal for your purpose. Or together, we can develop a program that will guarantee you a large share of the FM families in Wisconsin.

Plan now to include WMFM in your fall schedules. Learn how WMFM can give your products added prestige and added sales, in Milwaukee and most of Wisconsin. Write, wire or phone

**WMFM**

## THE MILWAUKEE JOURNAL FM STATION

**Member — The American Network**

sell

Durham★

N. C.'s

3rd city

cheaper

with

WDNC

COLUMBIA NETWORK

CBS

★'43 pop. 60,000

Represented by Howard H. Wilson Co.

## Our Respects to

*(Continued from page 38)*

tering into the occupied areas. But that story, with fullest impact, comes later.

There are names well-known to public and broadcasters alike who have performed outstandingly in the invasion news. The Murrows, Richardsons, Hicks, and Steeles of the networks. There are 19 network correspondents on the scene. By now most of them have been across the Channel and returned to tell 130 million Americans of the valor and brilliance of the invasion forces. Some of them will move with the armies across the Continent. And one day American microphones, manned by American radio correspondents, will broadcast from Berlin with the Allied emblem whipping in a free breeze over the Reichstag.

Radio's direct job from the invasion front is buttressed by the work of some 300 accredited news correspondents—most of them with the great news associations that serve radio. A continuous flow of news—upwards of a half-million words a day—pours into newsrooms of stations and networks. The ingenious film and wire recorders went across the Channel that epochal morning of June 6. Network taboos were tossed out as recorded programs on a "pooled" basis supplemented the radio and wire dispatches and the eyewitness reports. For every man whose voice is heard, there are hundreds behind him to balance the circuits, fashion the plans and process the news.

Only a few of those names are known. They include Col. David Sarnoff, president of RCA and chairman of the NBC board, who, as a Signal Corps officer and communications expert, helped blueprint the biggest "traffic" job in communications history. Comdr. Harry C. Butcher, Naval aide to Gen. Eisenhower, who went with the Supreme Commander through the African, Sicilian and Italian campaigns, is there—a practical broadcaster who headed CBS Washington until three years ago.

It was CBS President William S. Paley, now Radio Chief, Psychological Warfare, SHAEF, who prepared that first historic invasion announcement.

Col. Ed Kirby, formerly of WSM Nashville, afterward public relations director of NAB, and since 1940 with the War Dept. Bureau of Public Relations as radio chief, recently returned to ETO to serve in a vital radio role. Of him more will be heard as the liberating forces plunge toward Berlin.

With the AMG forces are such familiar radio names as Lt. Col. Samuel R. Rosenbaum, who headed WFIL Philadelphia; Maj. James C. Hanrahan, Scripps-Howard Radio vice-president and head of WMPS Memphis; Capt. Arthur W. Scharfeld, radio attorney. There's Phil Cohen, erstwhile OWI radio chief, now operating ABSIE, the powerful OWI radio transmitter in Europe. But don't lose sight of the hundreds of others in the European theatre, from buck privates to colonels, apprentice seamen to captains, who are in the thick of it. They are backed up by radio men on other fighting fronts—on atolls in the Pacific, in Australia and Guadalcanal and wherever the flag flies.

All who read the newspapers know that radio men are in this war up to their ears—for radio men are making headline news in print as well as via the ether. Radio is being used not only to keep people informed—the American way—but to get people confused—the Nazi-Goebbel's way. As never before, radio is proving itself an offensive weapon — psychological warfare, it's called. And radio men are doing that, too, through OWI.

So to radio's fighting sons, fighting under the Eisenhower Flaming Sword of Liberation, American radio men and women proudly, gratefully and prayerfully pay their respects.

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FOURTH Navy award for production excellence in the form of a third star for their Navy flag was awarded to Sylvania Electric Products radio division plant, Emporia, Pa.

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## *Personal* NOTES

HARRY PLOTKIN, assistant general counsel of the FCC in charge of litigation, has been elected a member of the executive board of the District Chapter, National Lawyer's Guild.

E. M. HICOK, personnel relations manager of Western Electric Co., retired May 31 after 39 years of service. He was succeeded by R. J. Pfeifer, assistant comptroller of manufacture, who becomes superintendent of personnel relations.

ROGER W. CLIPP, president of WFIL Philadelphia, is serving as vice-chairman in charge of public relations for the Fifth War Loan Drive. Jack Steck, WFIL public relations director, is serving as director of promotional activities for the Loan.

JOHN H. HOAGLAND, promotion manager of WHAS Louisville, and the *Louisville Courier Journal* and *Times* has resigned effective June 15, to become manager of committees on publication of the Christian Science Mother Church, The First Church of Christ, Scientist, Boston. In his new post, with headquarters in Boston, Mr. Hoagland will supervise radio, press and other public relations activities of the Christian Science denomination.

WALTER G. TOLLESON, NBC San Francisco salesman, has been re-elected president of the Milline Club, group of agency, radio and newspaper representatives.

LUCIUS A. CROWELL, Chicago advertising executive for the past 25 years and most recently assistant to the deputy administrator of Department of Information, OPA, Washington, has joined Armour Research Foundation, Chicago, as chairman of industrial and education uses of the new wire sound recorder developed by the institution. Mr. Crowell for 11 years was vice president of Blackett-Sample-Hummert.

## Standard Radio Names Hagenah to Sales Post

GUS HAGENAH, station relations representative of SESAC since 1937, will join the sales department of Standard Radio June 19. He will be located in the Chicago office of the transcription company, succeeding Alex Sherwood, now in charge of the New York office. Before going to Chicago, about the time of the NAB Convention in late August, Mr. Hagenah will be in New York.

Mr. Hagenah

Prior to his SESAC connection, Mr. Hagenah was a violinist and was also associated with Florenz Ziegfeld. His radio background dates from appearances at WEAF New York in the early days of broadcasting.

## Ed Furman

ED FURMAN, 41 member of the sales staff of WBBM Chicago, died June 3 from a heart attack.

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J. M. OTTER, midwestern sales manager for Philco Radio & Television Corp., Chicago, has been appointed sales manager of home radio with headquarters in Philadelphia.

M. F. (Chick) ALLISON, promotion director of WLW Cincinnati, has been commissioned a lieutenant (j.g.) in the Navy Supply Corps. He reported for active duty in Washington last week.

REX HOWELL, manager of KFXJ Grand Junction, Col., has been promoted to captain in the Civil Air Patrol. He serves as group commander for western Colorado in addition to his station duties.

CHARLES E. ANGLE, son of Wesley M. Angle, president of Stromberg-Carlson Co., Rochester, operators of WHAM, has been commissioned a lieutenant in the U. S. Merchant Marine. He is the third son of the Rochester communications executive to enter the service. Lt. Angle will be stationed at Marine Barracks, Quantico, Va., for indoctrination training.

KELLEY E. GRIFFITH, veteran of the FCC Rates & Tariff Division, on June 23 is scheduled to become affiliated with Kirkland, Fleming, Green, Martin & Ellis, Washington law firm of which Louis G. Caldwell, former Commission general counsel, is a member. Mr. Griffith joined the old Radio Commission in 1931 and subsequently has served with the FCC since its creation in 1934.

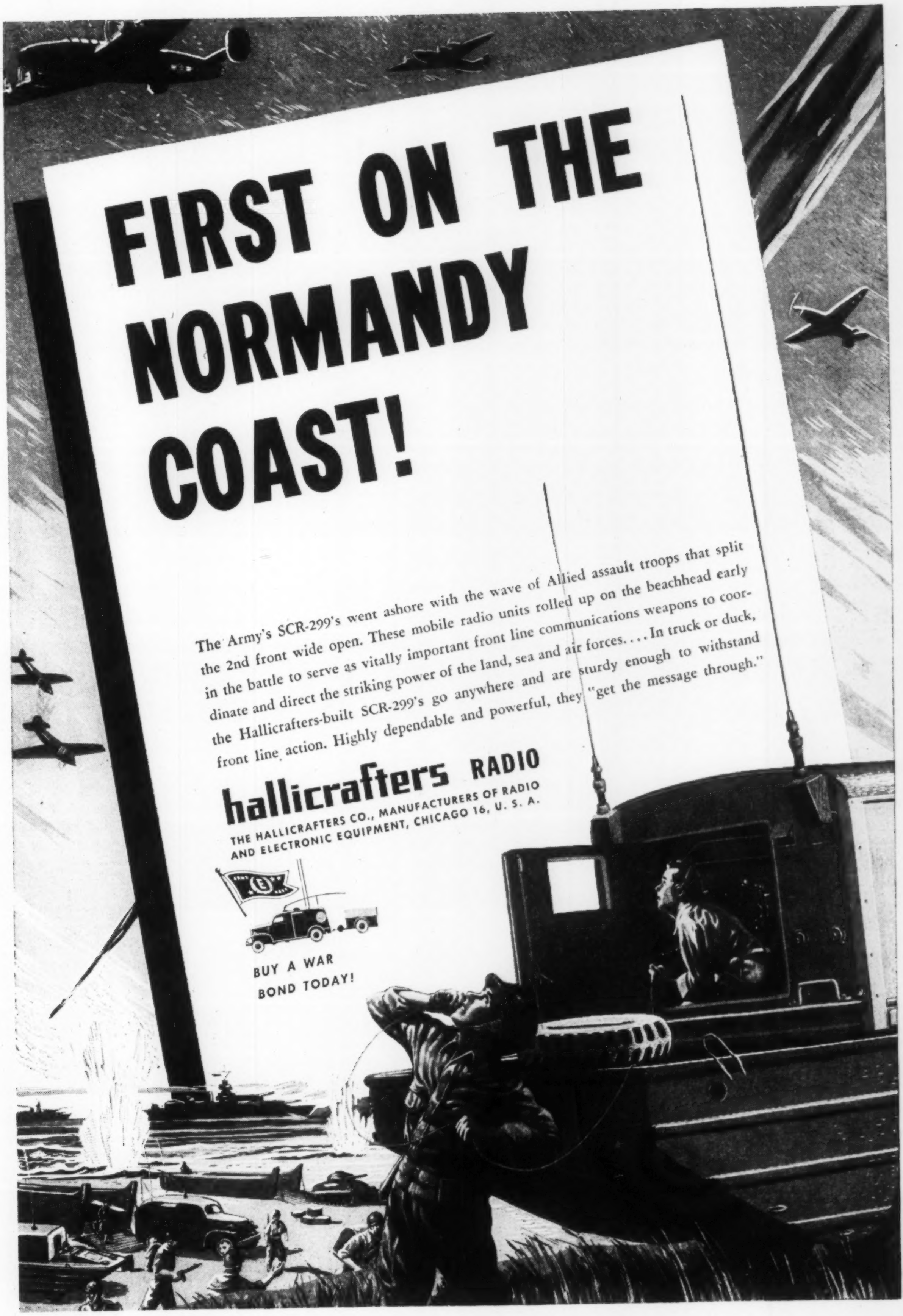
KARL SUTPHIN, for two years a member of WLS Chicago sales promotion department, has been named assistant to E. J. (Mike) Huber, sales promotion manager of the Blue Network central division.

WILLIAM R. BOYD, formerly western manager for the Curtis Publishing Co., has joined the War Advertising Council as associate coordinator on sponsorship activities.

HAL ASHBY, former KPO San Francisco studio and field engineer, has joined the station's sales department, replacing Carl Nielsen, now handling the NBC spot sales division for San Francisco.

OSCAR KRONENBERG, on the commercial staff of WBYN Brooklyn, is the father of a boy.

DOUGLAS COULTER, CBS vice-president in charge of programs, has returned to New York from Hollywood.



# FIRST ON THE NORMANDY COAST!

The Army's SCR-299's went ashore with the wave of Allied assault troops that split the 2nd front wide open. These mobile radio units rolled up on the beachhead early in the battle to serve as vitally important front line communications weapons to coordinate and direct the striking power of the land, sea and air forces. . . . In truck or duck, the Hallicrafters-built SCR-299's go anywhere and are sturdy enough to withstand front line action. Highly dependable and powerful, they "get the message through."

**hallicrafters RADIO**

THE HALLICRAFTERS CO., MANUFACTURERS OF RADIO
AND ELECTRONIC EQUIPMENT, CHICAGO 16, U. S. A.

BUY A WAR
BOND TODAY!

SMART TIME BUYERS KNOW THEIR Ps and Qs

They can 'bang out' the answers, from memory, to questions on radio time buys that produce ***results!***

These are facts about KOA which every smart time buyer has at his fingertips:

**Dealer Preference**
(68.8%)*

**Listener Loyalty**
(69%)**

**Programs**
(9 out of top 10)

**Power**
(50,000 Watts)

**Coverage**
(Parts of 7 states)

*Ross Federal Survey
**NBC Tale of 412 Cities

***Few Stations in the Nation Can Equal KOA's Dominance!***

FIRST IN DENVER
KOA
50,000 WATTS
Represented Nationally by NBC Spot Sales
NBC
*America's No. 1 Network*

# BEHIND the MIKE

ELLEN HEAGERTY, former secretary to G. W. Johnstone, director of news and special features of the Blue Network, is now night editor in the continuity acceptance department, a new post.

DUSTIN RHODES, released from Army Medical Corps and former announcer of WIL St. Louis, has joined KGFJ Los Angeles. Renee M. Bozarth, former assistant program director and announcer of KMAC San Antonio, has also been added to KGFJ announcing staff.

JANE TIFFANY WAGNER, NBC director of war activities for women, and Albert Rogers Perkins, director of radio and films for *Look* magazine, are to be married July 1.

RICHARD PUFF returns to Mutual's research department after a leave of absence of a year and a half.

RICHARD LaVIGNE, WHYN Holyoke, Mass. announcer, has been elected to membership on the executive board of the Pioneer Radio Council.

BILL FITLER, former WNLC New London, Conn. announcer, has joined NBC New York. Milton Warren, formerly of WLIB Brooklyn, has joined the WNLC announcing staff.

ENS. FRANK F. FIRNSCHILD, formerly with WSOO Sault Ste. Marie, Mich., and WFDF Flint, Mich., now regimental commander at the Harvard Naval Training School, is the father of a boy.

HOWARD MALCOLM has joined the announcing staff of WBBM Chicago. He formerly was announcer of KGA-KHQ Spokane, Wash. Switch was incorrectly reported in last issue of BROADCASTING.

HAROLD PETERS, with United Press 14 years, has joined the Blue network's London news office.

DON FORBES, released from the Army, has resumed as co-newscaster with John Wald on the nightly *Richfield Reporter* on NBC western stations.

EVELYN HALE, for the past nine years secretary to Frank E. Mullen, NBC vice-president and general manager, has been appointed assistant manager of the network western division public service department and is headquartered in Hollywood. Jennings Pierce heads the western division department.

LOUIS FEHR, former New York news editor and president of the New York Newspaper Club, has been appointed news editor of WBYN Brooklyn.

FRANK STEVENS, released from the Army, has joined the announcing staff of WHYN Holyoke, Mass. He was associated with radio in Massachusetts and Pennsylvania before entering the Army.

ROBERT HIESTAND, for past 8 years producer and head of sound effects department of KFI-KECA Los Angeles, has been appointed stations' production manager replacing Don McNamara. Latter has been promoted to program director.

BARBARA WADE, continuity writer of KMJ Fresno, Cal., was chosen queen of the annual Fresno Cotton Festival.

DWIGHT HAUSER, CBS Hollywood writer, is the father of a boy.

FRANK OAKLEY, formerly associated with Vogue-Wright Art Studios, Chicago, has been added to the Blue Network central division sales promotion and research department in charge of the graphic and art department.

STAN ORNEST, former announcer of CBR Vancouver, has moved to Toronto to free-lance.

GEORGE BOUCK, formerly of CHML Hamilton, has joined the announcing staff of CHEX Peterborough, Ont.

HAROLD BURLEY, formerly of CKWS Kingston, Ont., has graduated as a navigator and commissioned as a pilot officer in the RCAF.

T. A. LEACH, graduate of the U. of British Columbia, has been appointed farm broadcast commentator of CBR Vancouver, replacing Fergus Mutrie, who has been moved to the national program office of the CBC, Toronto.

GORDON HAASE of Wilkie, Sask., has joined the CBC as assistant prairie division farm broadcast commentator at Winnipeg.

MARGARET FIELDER, traffic chief of CBR Vancouver, has joined the Women's Royal Canadian Naval Service, and is now training at Galt, Ont., as a probationary captain's writer.

BOBBIE PATRICK, graduate of the U. of British Columbia, has joined the newsroom staff of CBR Vancouver.

NORRIS MACKENZIE, formerly of CKWX Vancouver and CJAC Edmonton, is now at CKOC Hamilton, Ont.

ROBERT MARTIN, announcer, formerly of WTAG WFBL WIBX WAAT, has joined WOR New York.

CHARLES D. HILTON has joined the announcing staff of KGLO Mason City, Ia. He was previously with KORE Eugene, Ore. Also new to KGLO is Grover C. Ruwe, who has been announcing at KICD Spencer, Ia.

CHARLES BURKE, formerly associated with KFXJ Grand Junction, Col., has joined the announcing staff of KOA Denver.

ROBERT F. HURLEIGH, WBBM Chicago news analyst, is the father of a boy.

**PRESENTATION** of the National Board of Fire Underwriters' Gold Medal Award was made to Kenneth O. Tinkham (right), general manager of KMTR Hollywood by Frank A. Christensen, vice-president of the NBFU at the Waldorf-Astoria, New York, May 25. KMTR led all stations during 1943 for its outstanding public service in fire prevention [BROADCASTING May 22].

CONNIE COCHRAN and Helen Rixey are new members of the continuity staff of WKY Oklahoma City. Ted Cramer has been added to the news staff.

WARD C. GLENN is new program director at WKMO Kokomo, Ind. He formerly was with WISH Indianapolis.

EDWARD SOBOL and Paul Alley have been added to the television staff of NBC. Mr. Sobol, former stage director, will act as producer of live programs, and Mr. Alley, former film editor, will take charge of film production for the network.

READ THIS!

Here are **more** facts about the round-the-clock audience that our complete news service has built for the "easiest heard" and "most listened to" station in this area of 149,660 radio homes.

| Time | Rating | Share of Audience |
|---|---|---|
| 8:00 - 8:15 A.M. | 24.9% | 94.2% |
| 12:15 -12:30 P.M. | 47.2 | 91.4 |
| 6:30 - 6:45 P.M. | 32.9 | 82.8 |
| 10:00 -10:15 P.M. | 31.0 | 85.3 |

C. E. Hooper—Feb., 1944

Let us show you the complete Hooper ratings. They show that WKBH **continues** to deliver audiences like these . . . day and night.

MINNESOTA
LA CROSSE
WKBH
IOWA
WISCONSIN

WKBH
*La Crosse, Wisc.*
REPRESENTED BY
HOWARD H. WILSON CO.

# A New Address for an old friend

CLEVELAND'S FRIENDLY STATION

# WGAR NOW 1220

★ A BETTER SPOT ON THE DIAL
A BIGGER AUDIENCE
A BETTER BUY THAN EVER

★ BASIC STATION . . . COLUMBIA BROADCASTING SYSTEM
G. A. Richards, Pres., John F. Patt, Vice Pres. & Gen. Mgr.
Edward Petry & Co., National Representative

**GARY MORRISON**, former sports announcer, has been appointed chief announcer and production manager at WPTF Raleigh, N. C. Mary Hanford will join the WPTF continuity department.

**MILDRED PARISETTE**, former radio actress in New York, has joined the merchandising staff of WFIL Philadelphia.

**JOE DANIELS**, formerly of WATR Waterbury, Conn., and Bob Gross, formerly with WPEN and KYW Philadelphia, have joined the announcing staff of WFIL Philadelphia.

**CHARLES McKEE**, released from the Army and formerly announcer of WEST Easton, Pa., has joined the announcing staff of WHAT Philadelphia.

**WAYNE THOMPSON**, announcer at WPTF Raleigh, N. C., has resigned to report to the Navy Air Corps for V-12 training.

**RITA McDERMOTT**, former continuity writer for WNEW New York, has rejoined the station as publicity director.

**NORMAN NATHAN**, new to radio, is now a member of the announcing staff of WCOP Boston. He replaces Buddy Brooks. Warren Saunders, formerly of CKWX Vancouver, B. C., is also a new addition to WCOP's announcing staff.

**KENNETH SMITH** joins the production staff of WLW Cincinnati on June 19. Former assistant manager of Fox Theatres on the West Coast, Mr. Smith has been connected with Army Public Relations in a civilian capacity, writing and directing the Texas State network show *The Army on the Air.*

**RUSS SALTER**, formerly associated with WJJD Chicago, WROK Rockford and WMRO Aurora, Ill., has joined the WLS Chicago announcing staff.

**LIMITED TIME FOR SALE—on 50,000 watt, clear channel station that has predominant coverage in one of America's most prosperous markets. The Hooperatings of this station exceeded national Hooperatings on 93.6% of the NBC day and night programs carried and included in Fall-Winter (1943-44) measurement.**

**This station sells more merchandise to more people in Central and South Texas than any single medium—at a lower cost per sale. For available time, address Station WOAI, San Antonio, Texas, or Edward Petry & Co., national representatives.**

**50,000 WATTS - - - - - - - CLEAR CHANNEL**
**AFFILIATE NBC - - - - - - - - MEMBER TQN**

**WOAI**
*San Antonio*

Represented Nationally by
EDWARD PETRY & CO.

**The Powerful Advertising Influence of the Southwest**

# Studio Notes

**WOV** New York has set up a religious advisory board, of Catholic clergyman who will be consulted on questions concerning the propriety of Italian-language scripts having a religious theme. Unit was set up through the cooperation of Catholic Charities.

**WNEW** New York has set up an award for the best youthful violinist, in the name of Serge Koussevitzky, conductor of the Boston Symphony Orchestra. Contestants will compete in a series of programs starting sometime in the fall. Winner will receive a $1,000 violin.

**SELMA LEE**, formerly on the theatre staff of William Morris Agency, New York, has been appointed director of the agency's newly organized television department.

**WLW** Cincinnati has announced some changes in its grocer show, *Home Forum*, which will now be heard 1:30-2 p.m. Saturdays. New format includes subjects which tie in with WLW's monthly grocery merchandising promotion for food dealers in the Ohio, Indiana, Kentucky and West Virginia areas.

**A BOOKLET**, "How Quartz Crystals Are Manufactured", has been issued by the North American Philips Co. Inc., 100 E. 42nd St., New York. In addition to telling the manufacturing details, the 36-page booklet makes some predictions as to the future of quartz in the post-war era. Copies of the pamphlet may be obtained from the company.

**WQXR** New York has taken additional space at headquarters, 730 Fifth Ave. Plans call for the building of a special music library.

**CKY** Winnipeg uses rhymed announcements to tell of local wartime activities. In announcing meetings, for example, of the Winnipeg Prisoner of War Relatives Assn., station tells of the group's activities in verse, announcing next meeting, time and place.

**CJCA** Edmonton on June 1 began operation of a 200 w Marconi short wave transmitter under the call VE9AI on 9540 kc daytime, 6005 kc night, from 6:30 a.m. to midnight, to give more adequate coverage to soldiers and workers on the Alaska Highway, to lonely trappers, gold miners and oil well workers in the Canadian northland.

**JIMMY SCRIBNER**, star of the one-man show, *The Johnson Family*, now on 80 Mutual stations, has added WLAV Grand Rapids, Mich. and WBBB Burlington, N. C., to his list of commercially sponsored stations, bringing that total to 30. Program originates at WKRC Cincinnati.

**STUDIOS** of WKY Oklahoma City were used by the U. of Oklahoma for its sixth annual radio clinic. Gayle Grubb, WKY general manager, and his staff participated in round-table discussions of present and post-war radio problems.

**WHAT** Philadelphia has started a six-day week all-night schedule, continuing on the air from midnight to 7 a.m., after receiving FCC permission. WHAT will call on its listeners to choose a name for the all night recorded music and news program, offering prizes of $100 in War Bonds for the best names submitted.

**ALLEN MELTZER** has opened a public relations office under his own name at 409 Madison Avenue, New York, to handle radio program and film accounts. Phone is Plaza 3-7647. Mr. Meltzer was formerly publicity manager of Warner Bros., New York. Before joining Warner Bros., he was with the CBS press department for four years.

**GREAT BRITAIN'S** version of *Information Please*, the British Broadcasting Corp.'s *Brain Trust*, on June 11 was started as a five-week Transcribed Series on WNYC, New York's municipal station, replacing for the summer BBC's *Freedom Forum* heard regularly on Sundays on WNYC.

**SAID TO** be the oldest network program on the air devoted exclusively to consumers, NBC's *Consumer Time* embarked on its 12th year of broadcasting June 12. Program is presented as a public service feature over NBC by the War Food Administration.

**THREE** more stations, WAVE Louisville, KELD El Dorado, Ark., and KOOS Marshfield, Ore., have acquired the special AP radio wire through Press Assn.

**IRWIN SHANE**, executive director of Television Workshop, New York video program production firm, and television consultant to Arkwright Inc., New York syndicate representing 200 department and specialty stores, will conduct a television seminar for a group of store executives meeting in New York June 13.

**CKRC** Winnipeg sent a live talent group by air to entertain troops stationed in the northern outpost areas. CKRC arists featured were: Jack Wells, m.c.; Cy Cairns, pianist; Doreen Cousins, dancer and singer, and singer Geri Kaye.

**SPOT** announcements are used to promote two road shows of the play, "Abie's Irish Rose", now on tour. A good share of the promotional appropriation goes into radio, and where available, 30-second local announcements are purchased adjacent to the half-hour radio show sponsored on NBC by Procter & Gamble Co., Cincinnati for Drene Shampoo on Saturdays at 8-8:30 p.m.

## NBC Names Herrick

DWIGHT HERRICK, formerly manager of guest relations of NBC, has been named war program manager, and acting manager of the public service deprtment. He has been succeeded as guest relations head by Lathrop Mack, formerly assistant manager of special events. Mr. Herrick started off with NBC as a page boy in 1943. Before his appointment to guest relations, he was for a time assistant to the manager of the public service department. Burke Miller resigned some time ago as war program and public service manager to accept a special assignment for the Government.

### Lt. Jack Bell

LT. JACK BELL, 39, Army Air Corps instructor and former Los Angeles announcer, died from injuries received in an automobile accident near Lordsburg, Ariz., on June 2. He was undergoing advanced training for combat flying overseas at this time of his death.

**Covers Atlanta at LOWEST Cost!**

**WATL**
ATLANTA
MBS 1400 KC

**SPOT**
**Represented by SALES**

## Jerry Devine to Head Radio Directors Guild

RADIO Directors Guild, New York, elected officers June 5, naming as president, Jerry Devine, freelance (*Mr. District Attorney*); vice-president, William Robson, CBS; treasurer, Harry Ackerman, associate director of radio, Young & Rubicam; secretary, William Sweets, freelance (*Gangbusters, Counter-spy*). Several months ago, the RDG changed from a voluntary association of radio directors to a representative group for the majority in each agency, network and program producing firm, entitling it to act as a collective bargaining agent.

Council members elected to represent their fields were: Lester O'Keefe of J. Walter Thompson Co., and Thomas L. Riley of William Esty & Co. for agencies; Lindsey Macharrie, Blue network and Anton Leader, NBC for networks; Stuart Buchanan, Blue network and William S. Rainey, National Assn. of Manufacturers for freelance. Under the new constitution, the Guild becomes a national organization. A Hollywood chapter has been formed [BROADCASTING, May 29], and a Chicago unit is to be organized.

## MGM Test Series Starts On MBS to Seek Talent

METRO - GOLDWYN - MAYER, New York, has bought a thrice-weekly five-minute spot on Mutual, 11:55 a.m. to promote its *Screen Test*, talent scout series starting on MBS as a regular series Monday, June 12. It is considered unusual for an advertiser to purchase network time to promote its own program. Promotional series, a transcription titled *Screen Test Preview*, started June 5, and will run for a total of seven weeks. MGM starts June 12 on 89 MBS outlets, five times weekly, 9:15-9:30 a.m. Full network of 226 stations will be used in the autumn.

Among the various radio projects of MGM, which has allocated $1,000,000 to radio for 1944 [BROADCASTING, May 22], is a five-times weekly five-minute transcribed series *Inside MGM* now running on 12 stations at 6:25 p.m. Program features MGM talent and promotes individual pictures in which they appear. Agency is Donahue & Coe, New York.

## Walkie-Talkie Cited

IMPROVED Walkie Talkie that accompanied the first beachhead landings on Anzio has been cited by the Signal Corps "as the most valuable item of radio equipment in the division". Called SCR-300, the sets were used in all communications from Division to Infantry companies as well as in Cub planes used for observation. Its range is triple that of the old model, and through use of FM, has great clarity of tone. A goose-neck antenna permits the soldier operating the set to lie prone.

McLARENS Ltd., Hamilton, Ont. (coffee), has started a musical five-minute test campaign thrice weekly on CHML Hamilton. Account is placed by Russell T. Kelley Ltd., Hamilton.

They still smile

when you mention Peoria,

BUT . . .

Who was that Lady I Saw You with in Peoria?

● Time was, back in the old vaudeville days, when the very mention of the name Peoria would send Chicago audiences into gales of laughter.

They still smile when you mention Peoria, BUT . . .

But the smiling isn't done by Chicago vaudeville audiences. It's being done by the 61% more advertisers—that's right, *61% more than a year ago—who are using WENR.*

And *they're* smiling plenty over all the business WENR is pulling for them in Peoria, in Green Bay, in South Bend, in Kalamazoo and every other market in WENR's great primary coverage area.

For WENR is *not* a "Chicago station." It's not even a Cook County station. It's bigger than both. It covers no less than 13,000,000 Americans in no less than four states—in no less than one tenth of the nation!

So why shouldn't WENR's 61% more advertisers be smiling these days? If you were buying the second richest market in the world at the lowest cost per 1000 families, wouldn't *you* be smiling?

61% MORE ADVERTISERS ARE SELLING ONE-TENTH OF THE NATION...over WENR

*Chicago's Basic Blue Network Station*
*890 kc.—50,000 watts—clear channel*

Owned and Operated by The Blue Network Company • Represented Nationally by Blue Spot Sales
NEW YORK • CHICAGO • SAN FRANCISCO • HOLLYWOOD • DETROIT • PITTSBURGH

# War Demands Bulk Of Radio Material

### Hard-to-Get Replacement Parts Needed for Civilian Sets

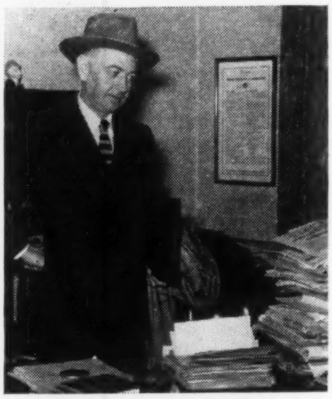
BECAUSE radio tubes and repair parts have gone to war, radio repair shops and civilian set owners find it increasingly difficult to obtain tubes and parts, the WPB revealed last week.

War communications, which involve the use of radio equipment to the extent of as much as $100,000 worth in one plane, take the largest part of radio accessory equipment, the WPB said.

### Regulations Available

While production of MR (military replacement) tubes is currently about 18,000,000 annually, this is considerably less than the number needed to maintain civilian sets in operation. As in the case of repair parts, WPB said repair shops should keep in close contact with their principal sources of supply.

A repairman needing tools or equipment which requires a rating or a special application should apply in person or by letter to the nearest War Production Board field office for assistance, WPB said. Copies of CMP Regulation 9A assigning allotment symbols to purchase copper wire and certain kinds of copper, steel and aluminum are available to repairmen. The regulation provides that an AA-3 rating may be used to obtain other materials and items that require a rating such as dial cords, sockets, adaptors, etc. Copies of Order L-265, which governs distribution and sale of tubes and accessories also are available. These documents may be obtained from any WPB field office or from the War Production Board, Washington 25, D. C. [BROADCASTING, April 24 and 31].



"WHAT PAPER SHORTAGE?" demanded Joseph Oscar Maland, vice-president and general manager of WHO Des Moines, when he surveyed his desk after two weeks in Washington and New York. He's also an NAB director and helped to welcome officially J. Harold Ryan as new NAB president during his recent Washington visit.

## Canadian Requests

PRIVATE individuals and newspapers are among applicants for new Canadian stations which are awaiting equipment to go on the air. A list of such stations was given in the evidence of Dr. A. Frigon, acting general manager of the Canadian Broadcasting Corp., before the Parliamentary Committee on Broadcasting [BROADCASTING, May 29]. The 250 w transmitter at New Westminster, B. C., is being applied for by William Rea, formerly employed at CJOR Vancouver. The evening daily *Canadian Observer*, Sarnia, Ont., is applicant for a 1,000 w station. Neal Jordan seeks a 250 w station at Port Alberni, B. C.; Gerard Boucher, a 250 w station at Edmunston, N. B.; Henri Gendron and Arthur Prevost, a 250 w station at Sorel, Que.; and the CBC has applied for a 100 w station at Halifax. Local community companies have applied for these 1,000 w French-language stations in western Canada: Radio-St. Boniface at St. Boniface, Man.; Radio-Edmonton Inc., at Edmonton; Radio-Prince Albert Inc., at Prince Albert, Sask.; Radio-Gravelbourg Inc., at Gravelbourg, Sask.

## CBC Restrictions Proposed

RESTRICTIONS on commercial programs carried by the Canadian Broadcasting Corp. was recommended by the Canadian Periodical Press Assn. at the June 2 sitting of the Parliamentary Committee on Broadcastng at Ottawa. The association said that although the periodicals were now doing capacity business, after the war they would need new business because of the expected competition with United States periodicals. Proposed restriction on CBC commercial programs would aid the periodicals, a spokesman said. As an alternative, the associaton suggested the government's dropping the annual radio listeners' license fees which go to the CBC.

## Blue Expands Space

BLUE Network central division has acquired 300 additional square feet of space in the Engineer's building, Chicago. Graphic and art department will be housed in the new quarters, as well as a workshop for the central division's engineering staff.

The American Composers Alliance

*announces the appointment of*

Broadcast Music, Inc.

*as exclusive radio and television licensing agent*

*Officers and directors of ACA:* Aaron Copland, Marion Bauer, Harrison Kerr, Otto Luening, Nicolai Berezowsky, Elliott Carter, Henry Cowell, Miriam Gideon, Goddard Lieberson, Wallingford Riegger, Carlos Salzedo, Elie Siegmeister, Virgil Thomson.

THERE'S NOT ANOTHER LIKE IT!

WTIC

50,000 WATTS

DIRECT ROUTE TO AMERICA'S No. 1 MARKET

*The Travelers Broadcasting Service Corporation*

*Member of NBC and New England Regional Network*

*Represented by: WEED & COMPANY New York, Boston, Chicago, Detroit, San Francisco and Hollywood*

## Columbia U. Plans Radio Instruction

### NBC Provides Staff Teachers For 22 Accredited Courses

PLANS for instruction in broadcasting and related fields, as part of the 1944-45 curriculum of Columbia U. were announced last week by Nicholas Murray Butler, president, and Niles Trammell, president of NBC. Project includes 22 different courses, 13 covering sound broadcasting and television as part of a new radio unit, and nine offered for credits in the divisions of physics, electrical engineering and sociology.

NBC will provide instructors for ten of the radio classes, to be held in the network's New York studios as well as at Columbia. Columbia U. Radio Club, a low-powered station covering the campus will be the workshop; they may also use the facilities of NBC's FM outlet in New York, WEAF-FM.

### Covers School Year

The arrangement with Columbia covers the regular school year including fall and spring sessions starting next fall. Courses will be recognized by the N. Y. Board of Education for teacher credit toward salary increments, and may be counted towards a degree. All courses will be under the supervision of Dr. Russell Potter, director of the Institute of Arts and Sciences at Columbia, and Sterling Fisher, NBC assistant public service counselor.

Among courses offered during the 1944-45 year are: introduction to radio writing, Morton Wishengrad, NBC staff writer; advanced radio writing, Wade Arnold, assistant manager, NBC script division; radio publicity and promotion, John McKay, NBC press chief; speech for radio, Prof. Jane Dorsey Zimmerman, Teachers College; radio announcing, Patrick J. Kelly, NBC chief announcer; uses of broadcast and television equipment, Ferdinand A. Wankel, NBC eastern division engineer; sound effects, Dr. Frederick G. Knopfke, manager, NBC sound effects; production, Frank Papp, NBC producer; advanced production, instructor to be announced; television production, John F. Royal, NBC, in charge of international television and shortwave; music for radio, NBC music division. There will be additional courses in script writing, radio and television news programs; programming, sales, and classroom utilization.

## Headliners Honor Hunt

FRAZIER HUNT, commentator and author now with Transamerican Broadcasting & Television Co., New York, has been awarded the Valor Medal by the National Headliners Club, it was learned last week. Award will be made at the annual dinner of the Headliners Club, June 10 at Atlantic City.

## Rev. Hynes Heads WWL

REV. JOHN W. HYNES, S.J., former president of Loyola U. of the South, has been appointed faculty director of the university's station, WWL New Orleans. Rev. Orie L. Abell, S.J. has been made university treasurer. They succeed the late Rev. Francis A. Cavey, S.J., who held both positions until his death May 21 of a heart attack [BROADCASTING, May 29], At the same time, Deane S. Long was named production manager, according to W. H. Summerville, WWL general manager. Mr. Long was formerly program-production manager of KXEL Waterloo, Ia., and has served in radio 13 years as announcer, control operator, sales manager and production man.

## Political Party

ELECTION party terminating a two-month schedule of political broadcasts leading up to the State Primary of May 27 was held at WPTF Raleigh, N. C. It was broadcast from 12:05 a.m. until 2 a.m. Refreshments were served to the victorious candidate, Mai. Gregg Cherry, North Carolina's Democratic nominee, and his party, as well as the station's staff.

## Fitch's New Show

F. W. FITCH Co., Des Moines, begins sponsorship July 2 of a half-hour program featuring Les Brown's orchestra, 6:30-7 p.m. (CWT) Sundays on NBC, originating in New York. Title has not been decided. Format includes guest stars who have made overseas tours. Agency is L. W. Ramsey Co., Davenport, Ia.

## Comic Corp. Expands

COMIC CORP. of America, New York, which started a series of six-weekly one-minute live spot announcements on KGO San Francisco May 15 for *Band Leaders' Magazine*, starts a similar schedule on WNEW New York June 1, under 30-day contract. Firm is also considering spot announcements in Chicago and the South for same publication. Agency is Ralph H. Jones Co., New York.

## New Rep. Firm

REGIONAL RADIO Sales Co., radio representatives, has opened offices at 360 N. Michigan Ave., Chicago, headed by George Clifford, vice-president and sales manager, and at 225 E. Bradley Rd., Milwaukee, headed by Myles H. Johns, president. Stations represented are: WOSH Oshkosh, Wis.; WOMT Manitowoc, Wis.; KVOX Moorhead, Minn.; KGDE Fergus Falls, Minn.

For BULLSEYE Sales Results

KANSAS CITY

shoot straight to your market with KCKN

**KCKN** concentrates exclusively on the heart of your target — Greater Kansas City. No effort is made to program for the farm and small town audience of out-state Missouri and Kansas — only for the 861,603 *city* listeners within KCKN's primary-service area. For therein lies the greatest, by far, concentration of population and effective buying income in the Kansas City trading area.

Start profiting from the potency of KCKN's successful program format, and enjoy the dollars-and-cents results that KCKN consistently produces for its advertisers.

*Phone or wire your nearest Capper office TODAY for availabilities.*

**On the air day and night—all night. Basic Mutual after 6 P. M.**

KCKN Kansas City

*The Voice of Greater Kansas City*

BEN LUDY, GENERAL MANAGER, KCKN, KANSAS CITY . . . WIBW, TOPEKA
ELLIS ATTEBERRY, MANAGER, KCKN, KANSAS CITY

CAPPER PUBLICATIONS, Inc.

NEW YORK 17: 420 LEXINGTON AVENUE MOHAWK 4-3280
SAN FRANCISCO 4: 1207 RUSS BUILDING DOUGLAS 5220
CHICAGO 1: 180 NORTH MICHICAN AVENUE CENTRAL 5977
KANSAS CITY 6: 300 WALTOWER BUILDING VICTOR 3864

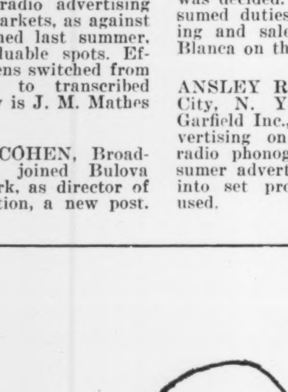
# Radio Advertisers

**LUDENS** Inc., Reading, Pa., producers of Menthol Cough Drops, is continuing its spot radio advertising this summer on 60 markets, as against 30-35 markets retained last summer, in order to hold valuable spots. Effective May 15, Ludens switched from live announcements to transcribed chain breaks. Agency is J. M. Mathes Inc., New York.

**ALEXANDER H. COHEN**, Broadway producer has joined Bulova Watch Co., New York, as director of publicity and promotion, a new post.

**SHERMAN D. GREGORY**, who was to serve as radio manager of Cresta Blanca Wine Co., Los Angeles, newly organized distributing subsidiary of Schenley, has returned to the eastern headquarters of Schenley Distillers Corp., parent company, to resume his post as director of all radio activities of the latter firm. Schenley's new CBS program for penicillin, along with other Schenley network programs, will require Mr. Gregory's full-time supervision from eastern headquarters, it was decided. Sandor Heyman has assumed duties as director of advertising and sales promotion for Cresta Blanca on the West Coast.

**ANSLEY** Radio Corp., Long Island City, N. Y., has named Hirshon-Garfield Inc., New York, to handle advertising on the Ansley Dynaphone radio phonograph. Ansley plans consumer advertising as soon as it goes into set production. Radio may be used.



WJW's MR. GINCH

Our Mr. Ginch sits in the little office over there in the corner. He doesn't need much room because he's only two feet tall, and all he does is remember. But his memory is fabulous. He knows just how you, our national advertiser, wants your program handled, how you want your copy presented, and what you are attempting to do with radio. It may have been days, weeks or months since we've discussed your account with you. But as long as Mr. Ginch is on the job you don't have to worry about being neglected at WJW. His memory has never failed him. He's 4-F, too, and we've got him sewed up with an air-tight contract.

BASIC
*Blue Network*
WJW 850
CLEVELAND
850 KC
*5000 Watts*
REPRESENTED NATIONALLY BY HEADLEY-REED COMPANY

## ARF Committee

ADVERTISING Research Foundation last week announced appointment of an executive committee, headed by William G. Palmer, who is also chairman of the ARF board of directors and a vice-president of J. Walter Thompson Co., New York. The committee is comprised of Richard Compton, Compton Adv.; Otis Allen Kenyon, Kenyon & Eckhardt; Stuart Peabody, Borden Co.; Harold B. Thomas, Sterling Drug.

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**JAMES McCREERY & Co.**, New York department store, has purchased a series of spot announcements on WQXR New York to promote war bonds sales at the store on June 11, 12 and 13. Merchandise will be offered to bond purchasers. Contract for the department store which is new to radio was handled by Victor Van der Linde, New York.

**CANADIAN GOVERNMENT**, Dept. of Labor, Ottawa (farm labor), on June 2 started 13 live spot announcements for farm labor recruiting on a large number of Canadian stations. Account was placed direct.

**DESERT** Grapefruit Industry Committee Inc., Phoenix, has appointed J. Walter Thompson Co., Los Angeles, to handle advertising for grapefruit and canned grapefruit juice.

**TRUST COMPANIES ASSN.** of Ontario, with 23 members plans an institutional radio campaign for next autumn and winter, according to a statement made in the presidential report at the association's recent annual meeting at Toronto. The association's radio committee has recommended a five-year radio campaign.

**SECURITY** First National Bank, Los Angeles, on May 28 started sponsoring a weekly quarter-hour newscast on KHJ Los Angeles. Contract is for 52 weeks. Firm also sponsors a twice-weekly fifteen-minute newscast on KFI Los Angeles. Agency is Dana Jones Co., Los Angeles.

**PARAMOUNT PICTURES** Inc., Hollywood, to promote the film, "The Story of Dr. Wassell", currently showing in Los Angeles, in a 2½ week campaign ending June 16 is using daily live and transcribed announcements on five local stations. List includes KECA KFAC KFWB KNX KHJ. In addition, daily participation is being used in *Make Believe Ballroom* on KFWB. Agency is Buchanan & Co., Los Angeles.

**NANCY'S**, Hollywood (women's specialty shop), has appointed Hillman-Shane-Breyer, Los Angeles, to handle its advertising.

**OSWALD & HESS**, Pittsburgh (meat products), on June 5 began sponsorship Mondays thru Fridays of Bob Prince's 8 a.m. newscast on WCAE Pittsburgh.

**MOUNTAIN CAME** to Mohammet when the Formfit Co., Chicago, came to MBS marking the first time a manufacturer of foundation garments has sponsored a network show. Seated, signing the contract are: Edward W. Wood Jr. (left), MBS general sales manager, and Walter H. Lowy, vice-president in charge of advertising, Formfit Co. Standing are: George Ensinger (left), vice-president of Buchanan & Co., agency handling account, and Dick Brown, singing star of new series.

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**SILVERCREEK** Precision Co., Silvercreek, N. Y. (lift carriers) has named Warman & Co., Buffalo, as advertising agency. Plans for radio are said to be included.

**MILES** Labs. Inc., Elkhart, Ind., will renew sponsorship of its quarter hour morning news broadcast on WGN Chicago, Mondays thru Saturdays, effective July 3. Contract is for 52 weeks. Agency is Wade Adv., Chicago.

**CANADIAN GOVERNMENT**, Dept. of Munitions & Supply, Ottawa (motor vehicle control), on June 2 started 6 live spot announcements thrice weekly on truck maintenance, on a number of Canadian stations. Account was placed by E. W. Reynolds & Co., Toronto.

**LARUS & BROTHER** Co., Richmond, Va., on May 22 for 30 days started a series of 35 times weekly 30-second transcribed announcements on WHN New York for Chelsea Cigarettes. Agency is Warwick & Legler, New York.

**HOMIS** Co., Los Angeles, distributor of Homis watches, has appointed Hillman-Shane-Breyer, Los Angeles, as its advertising agency.

NBC
AFFILIATED STATION
RICHMOND, VA.
WORLD'S MEMORABLE BATTLE GROUNDS
WIDER MARKET BETTER GUARANTEE
5000 WATTS

# RKO Forms Video Subsidiary in N. Y.

### Ullman, Austrian, Kingsberg New Officers of Company

FORMATION of RKO Television Corp. as a video program production subsidiary of Radio-Keith-Orpheum Corp., motion picture producer, was announced last week by N. Peter Rathvon, president of RKO and chairman of the board of the new company, which has established headquarters in the RKO Bldg., New York.

Frederic Ullman Jr., president, Pathe News, is president of RKO Television Corp., whose other officers are: Ralph B. Austrian, former assistant vice-president of RCA Mfg. Co., executive vice-president, and Malcolm Kingsberg, RKO treasurer, vice-president.

### Use of Movies

Thomas H. Hutchinson, former television program manager of NBC and more recently television director of Ruthrauff & Ryan, has been appointed television production head of the new company. Arthur Willi, talent director of RKO Radio Pictures, will be talent and casting director.

In announcing the new organization, Mr. Rathvon expressed the belief that while the most suitable types of television programs will differ radically from Hollywood pictures, built for theatre exhibition, motion picture techniques may play a greater part in their evolution than existing radio techniques. He added that the use of film will probably be more important in television than transcriptions are in radio.

"Rather than stand aside while others preempt the field," he said, "it would seem to be in the best interests of the entire motion picture industry that producer-distributor companies should participate in television.

Television's biggest problem today is one of intelligent programming, rather than engineering, Mr. Austrian stated. "RKO believes that it is preeminently qualified to develop the new art form that is television programming."

The "new technique" of video programming, he continued, is not that of the movies, the theatre or radio, but "an adapted combination of all three." RKO, he said, will offer advertisers and agencies not only filmed television programs, but live-talent package production as well.

## Foster to Groves

GROVE LABS., St. Louis, now sponsoring *Ray Dady* from St. Louis on 56 MBS stations, Monday through Friday, 1-1:15 p.m. in behalf of Cold Tablets and B Complex Vitamins, on June 26 starts Cedric Foster, from Boston, to be heard on over 50 stations Monday through Friday, 2-2:15 p.m. For the same products. Agency is Russell M. Seeds Co., Chicago.

## Utility Ad Men Discuss Post-War Public Service

MICROSCOPING wartime and post-war advertising problems of public service industries, members of Public Utilities Advertising Assn. met at their annual meeting June 6-7 at the Palmer House, Chicago. Presiding was Edward J. Doyle, president of Commonwealth Edison Co., who delivered the opening address.

Speakers and subjects included: John Normile, associate editor; *Better Homes & Gardens*, "Your Markets—The House of Tomorrow"; J. Wesley McAfee, president, Union Electric Co., St. Louis, "Management's Suggestions on Advertising"; William T. Reace, vice president, Commonwealth Edison Co., "A Proposed Plan for Promotion of Postwar Electric Living", and C. V. Sorenson, Northern Indiana Public Service Co., "Postwar New Home Market for the Gas Industry". Other featured speakers were W. J. Donald, managing director, National Electric Manufacturing Assoc., and Gene Flack, director of advertising, Loose-Wiles Biscuit Co.

## *DePAUW RESEARCH GROUP ORGANIZED*

TO PROMOTE and coordinate "useful scientific research in the psychological problems of radio, television, plant, hospital, school and theatre broadcasting", the Society for the Psychological Study of Broadcasting has been formed at DePauw U., Greencastle, Ind., it was announced last week by Dr. Paul J. Fay, director of the radio studio at DePauw.

The Society circulates a monthly newsletter, *Broadcasting Research Newsletter*, of which Dr. Fay is acting editor in the absence of Dr. W. A. Kerr, secretary-editor of the organization, who has accepted a commission in the Navy.

## WENT Opens in July

WENT Gloversville, N. Y., will take the air in July, according to Bernard Dabney, manager of the new local outlet, which will operate unlimted time on 1340 kc with 250 w. Arthur McCracken, stage and radio veteran, will be commercial manager and will assume his duties June 12. Joining the sales staff is Albert Viscosi, former Firestone salesman. Heading the engineering department will be W. L. Murtough, formerly of WOV New York. Mrs. Hazel Wyllie will be traffic manager; Keith Blake, announcer, and Carolyn Lynch, receptionist. WENT is one of the first grants to be made following the Jan. 26 FCC-WPB statement of policy relating to the use of critical materials.

SOUTH BEND ISN'T IN CHICAGO

| TIME | WSBT | STATION A | STATION B | STATION C | STATION D | OTHERS |
|---|---|---|---|---|---|---|
| MORNING<br>MON. THRU FRI.<br>8:00-12:00 A.M. | 34.9 | 13.6 | 18.8 | 11.9 | 16.0 | 4.8 |
| AFTERNOON<br>MON. THRU FRI.<br>12:00-6:00 P.M. | 38.1 | 21.4 | 13.2 | 10.9 | 8.9 | 7.5 |
| EVENING<br>SUN. THRU SAT.<br>6:00-10:00 P.M. | 42.1 | 32.4 | 5.3 | 9.7 | 9.3 | 1.2 |

(C. E. HOOPER LISTENING INDEX, FALL, 1943)

This advertisement is directed particularly to those who think the South Bend market can be covered by using a Chicago radio station exclusively. The above Hooper study shows the absurdity of such an idea, for WSBT has more listeners, in the South Bend area, than the first two Chicago stations combined.

This South Bend station dominates a rich and growing market. War workers in Northern Indiana and Southern Michigan have money—more and more every pay day. Much of this cash is being invested in war bonds. In South Bend every quota has been more than met since Pearl Harbor.

WSBT—no upstart but one of the pioneer stations—is 22 years old, 1000 watts, 960 kilocycles, owned and operated by The South Bend Tribune.

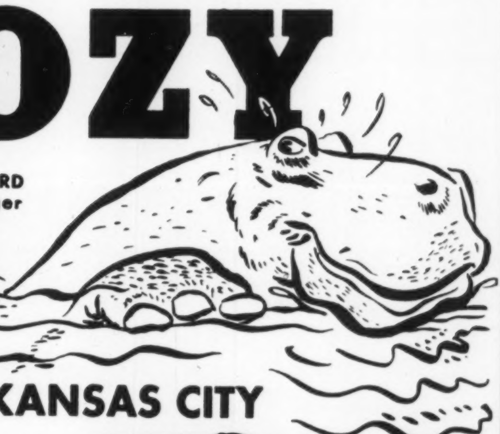
★ ★ ★

PAUL H. RAYMER CO.
*National Representatives*

WSBT
SOUTH BEND

COLUMBIA NETWORK

KOZY



EVERETT L. DILLARD
General Manager
PORTER BLDG.
KANSAS CITY

FM in KANSAS CITY

# THE *Business* OF BROADCASTING

## STATION ACCOUNTS

*sp—studio programs*
*ne—news programs*
*t—transcriptions*
*sa—spot announcements*
*ta—transcription announcements*

### WHO Des Moines

Muir Labs, Grand Rapids (photo enlargements), 6 *sp* weekly, thru Shaffer-Brennan-Margulis, St. Louis.

Vick Chemical Co., New York, 3 *ne* weekly, 52 weeks, thru Morse International, N. Y.

Peter Paul Inc., Naugutuck, Conn. (candy bars and gum), 3 *ne* weekly, 52 weeks, thru Platt-Forbes, N. Y.

Colgate-Palmolive-Peet Co., Jersey City (Colgate Dental Cream), 3 *sa*, weekly, 39 weeks, thru Ted Bates Inc., N. Y.

Vio Bin Corp., Monticello, Ill. (Rex Oil), 3 *sa* weekly, thru Rogers & Smith, Chicago.

Wm. Wrigley Jr. Co., Chicago (institutional), 13 *ta* weekly, 52 weeks, thru Ruthrauff & Ryan, Chicago.

Reader's Digest Assn., Pleasantville, N. Y., 3 *sa* weekly, 39 weeks, thru BBDO, N. Y.

Pioneer Hi-Bred Corn Co., Des Moines (seed corn), 3 *ne* weekly, 52 weeks, thru Wallace Adv. Agency, Des Moines.

Western Grocer Co., Marshalltown, Ia. (Jack Spratt Foods), 3 *ne* weekly. 52 weeks, thru Blackmore Co., Des Moines.

### WOV New York

Personal Finance Co., Chicago (loans), 78 *ta*, thru Al Paul Lefton Co., N. Y.

Roman Prince Macaroni, Lowell, Mass., 312 *sp*. thru Van Dolen, Givaudan & Masseck, Inc., N. Y.

Clean-O Chemical Co., New York (cleaner), 156 *sp*, thru 20th Century Adv. Co., N. Y.

M-G-M, New York, 31 *sa*, thru Donahue & Coe, N. Y.

Bulova Watch Co., New York, 7436 *sa*, thru Biow Co., N. Y.

Admiracion Labs., Harrison, N. J. (shampoo), 234 *ta*, thru Chas. Dallas Reach Co., Newark.

Andy Lotshaw Co., Chicago (Body Rub), 18 *sp*, thru Arthur Meyerhoff & Co., Chicago.

Paramount Pictures, New York, 13 *sa*, thru Buchanan & Co., N. Y.

Muir Labs., Kansas City, Mo. (photo service), 13 *sp*, thru Shaffer-Margulis, St. Louis.

### KROW Oakland

American Express Co., New York (money order service), *sa*, 13 weeks, thru Caples Co., N. Y.

### WENR Chicago

Lever Bros. Co., Cambridge, Mass. (Lifebuoy), 2 *sa* weekly, thru Ruthrauff & Ryan, N. Y.

Leaf Gum Co., Chicago. 3 *sa* weekly, 13 weeks, thru Bozell & Jacobs, Chicago.

J. W. Landenberger & Co., Philadelphia (Footlets), 3 *sa* weekly, thru LaPorte & Austin, N. Y.

Goodall Co., Cincinnati (Palm Beach suits), 9 *sa* weekly, thru Ruthrauff & Ryan, Chicago.

Esquire Inc., Chicago (*Coronet*), 8 *sa* weekly, thru Schwimmer & Scott, Chicago.

New Process Baking Co., Chicago (Maryland biscuits), 2 *sa* weekly, thru Von Senden Agency, Pittsburgh.

Atlas Brewing Co., Chicago, *sa* weekly, 47 weeks. thru Olian Adv. Agency, Chicago.

Bauer & Black, Chicago (Blue Jay corn plasters), 3 *sa* weekly, 6 weeks, thru Ruthrauff & Ryan, Chicago.

William Wrigley Jr. Co., Chicago (chewing gum), 4 *sa* weekly, 3 weeks, thru Ruthrauff & Ryan, Chicago.

Decorative Cabinet Co., New York (E-Z-Do), 3 *sa* weekly, 2 weeks, thru Grey Adv. Agency, N. Y.

L. B. Laboratories, Los Angeles (Hollywood hair oil), 2 *sa* weekly, 13 weeks, thru Glasser-Gailey & Co., Los Angeles.

### WNBH New Bedford, Mass.

Macfadden Publications, New York (*True Story*), 52 weeks, thru Raymond Spector Co., N. Y.

Continental Baking Co., New York (Wonder Bread), 52 weeks, thru Ted Bates Inc., N. Y.

Colgate-Palmolive-Peet Co., Jersey City (Super Suds), 39 weeks, thru William Esty & Co., N. Y.

Murine Co., Chicago (eye lotion), 52 weeks, thru BBDO, Chicago.

Moxie Co., Roxbury, Mass. (soft drink), 13 weeks, thru Alley & Richards, N. Y.

### KPO San Francisco

Remar Baking Co., Emeryville, Cal., *t* weekly, 52 weeks, thru Garfield & Guild, San Francisco.

George Wylie Co., Kansas City (Wylie Fishing Guide), 2 *t* weekly, thru First United Broadcasters, Chicago.

G. Washington Refining Co., Morris Plains, N. J. (Instant Coffee), 4 *ta* weekly, thru Ruthrauff & Ryan, New York.

H. J. Heinz Co., Pittsburgh, Pa. (mustard & 57-Sauce), 10 *ta* weekly, thru Maxon Inc., Detroit.

Morton Salt Co., Chicago, 2 *ta* weekly, thru Kenyon & Eckhardt, New York.

### WINN Louisville

Orange Crush Co., Chicago (soft drink), 361 *sa*, thru M. R. Kopmeyer Agency, Louisville.

RCA Victor Division of Radio Corp. of America, Camden, N. J. 4 *sa* weekly, thru Ruthrauff & Ryan, N. Y.

### WOR New York

W. F. Straub & Co., Chicago, (prune juice), 5 *sp* weekly, 13 weeks, thru S. Duane Lyon, N. Y.

Richard Hudnut Sales Co., New York (beauty preparations), 7 *sp* weekly, 52 weeks, thru Kenyon & Eckhardt, N. Y.

Hudson Pulp & Paper Corp., New York (paper napkins), 3 *ne* weekly, 26 weeks, thru Duane Jones Co., N. Y.

### KYW Philadelphia

Artra Cosmetics, New Brunswick, N. J. (Sunfilter Cream), 2 *ne* weekly, thru Murray Breese Assoc., N. Y.

Gimbel Bros., Philadelphia (department store), 6 *sa* weekly, 52 weeks, direct.

Lever Bros. Co., Cambridge, Mass. (Lifebuoy Soap) 4 *sa*, 8 *ta* weekly, thru Ruthrauff & Ryan, N. Y.

Wm. Wrigley, Jr. Co., Chicago (chewing gum), 17 *ta* weekly, thru Ruthrauff & Ryan, N. Y.

Wildroot Co., Buffalo (hair tonic), 3 *ne* weekly, 52 weeks, thru BBDO, N. Y.

### KFBK Sacramento, Cal.

McKesson & Robbins, N. Y. (Bax), 9 *ta* weekly, 52 weeks, thru Ivey & Ellington, N. Y.

William Wrigley Jr. Co., Chicago (gum), 5 *ta* weekly, thru Ruthrauff & Ryan, N. Y.

W. K. Kellogg Co., Battle Creek (Corn Flakes), 5 *t* weekly, 39 weeks, thru Kenyon & Eckhardt, N. Y.

Colgatt-Palmolive-Peet Co., New York (dental cream), 5 *ta* weekly, 39 weeks, thru Ted Bates Inc., N. Y.

### KTSA San Antonio, Texas

Bu-Tay Products Co., Huntington Park, Cal. (Raindrops detergent), *ta* weekly, thru Glasser-Gailey & Co., Los Angeles.

Pierce's Proprietaries, Buffalo (prescription), 6 *t* weekly, thru Duane Jones Co., N. Y.

Reader's Digest Assn., N. Y., 2 *sa* weekly, 26 weeks, thru BBDO, N. Y.

Ex-Lax, Brooklyn, N. Y. 4 *ta* weekly, 26 weeks, thru Joseph Katz Co., N. Y.

### KRGV Weslaco, Texas

B. C. Remedy Co., Durham, N. C. (headache powders) 8 *ta*, thru Harvey Massengale Co., Atlanta.

Hilex Co., St. Paul (bleach) 7 *sa* weekly, thru McCord Co., Minneapolis.

Kellogg Co., Battle Creek (40% Raisin Bran), 3 *ta* weekly, thru Kenyon & Eckhardt, N. Y.

### KMJ Fresno, Cal.

Massey-Harris Co., Racine, Wis. (farm implements), 12 *ta* weekly, thru Cranmer-Krasselt, Milwaukee, Wis.

Nehi Corp., Columbus, Ga. (Royal Crown Cola), 4 *ta* weekly, 52 weeks, thru BBDO, N. Y.

## *Agencies*

**DONALD J. O'BRIEN**, former radio director of the Standard Oil Co. of New Jersey, has joined the executive contact staff of Young & Rubicam, New York.

**RANDY MEBANE**, formerly account executive of Neff-Rogow Inc., New York, formerly in the promotion department of radio sales, spot broadcasting division of CBS, has joined the War Advertising Council, as assistant to Irwin Robinson, director of information.

**FRANK P. BUCK**, formerly of Ruthrauff & Ryan and Atherton & Currier, New York, has joined the copy staff of Dancer-Fitzgerald-Sample Co., assigned to radio commercials.

**PEGGY STONE**, of Spot Sales Inc., and Leon S. Goldberg, director of advertising of Adam Hats, New York, were married June 7.

**MARIE NORTH**, formerly with Lawrence Gumbinner Adv., New York, has joined Zan Diamond, New York advertising agency, as copy chief.

**CHARLES PURDY**, former account executive of Bermingham, Castleman & Pierce, has joined Ferry-Hanly Co., New York, as radio executive.

**THOMAS RICHEY**, formerly associate advertising manager of Standard Brands Inc., New York, has joined the contact staff of Young & Rubicam, N. Y.

**FRANCES TAYLORE**, copy writer, formerly with Duane Jones Co., New York, has joined Franklin Bruck Adv., New York.

**MARTIN FRITZ**, financial advertising representative, has been promoted to the media department of J. Walter Thompson Co., Chicago, as assistant to George Pearson. He is succeeded by Fred H. Gray, former western representative of *Commercial & Financial Chronical*, Chicago office.

**EDNA ZIMMERMAN**, formerly with Music Corp. of America and CBS, has joined Raymond Spector Co., New York, as radio talent buyer.

**O. A. FELDON**, two years in the agency business, and A. E. Beirnes, founder of Standard Rate & Data Service, have organized the Feldon Co., which will specialize in publication research, promotion, advertising and merchandising. Mr. Feldon will head the new company; Mr. Beirnes will be vice-president and treasurer. Offices will be at 8 S. Michigan. Chicago.

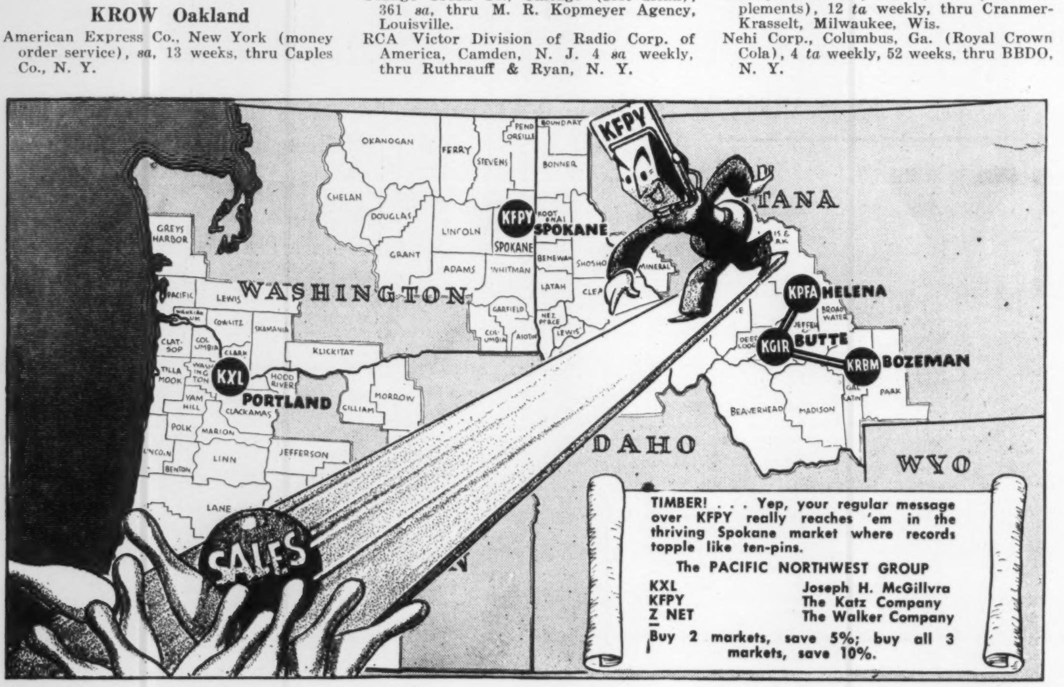
**WILLIAM L. DIENER**, president of William L. Diener Co., has joined Leo Burnett Co., Chicago, as account executive. The Diener company will be discontinued.

**JOHN RAYMOND PITSKER**, former editor of *Housing* magazine, has joined Gerth-Pacific Adv., San Francisco, as copy writer and account executive.

**DAVID TITUS**, free lance producer, has joined BBDO Hollywood, assigned to the weekly NBC *Cavalcade of America*.

**VERNE BURNETT**, who has opened his own public relations office in New York, has added to his staff Hugh Parton, formerly copy chief of Paris & Peart, and Campbell-Ewald Co., New York; Charles E. Coe, former advertising manager of the Dodge division of Chrysler Corp.; and Eleanor Troy Williams, who has served as radio executive of Young & Rubicam, New York, and as public relations director of *Town Hall*.

**ADVERTISING ASSOCIATES**, Newark, N. J., has been named by the Hercules Chemical Co., New York, to handle advertising for drain pipe cleaners. A woman's interest participation program is being considered for radio promotion.



TIMBER! . . . Yep, your regular message over KFPY really reaches 'em in the thriving Spokane market where records topple like ten-pins.

The PACIFIC NORTHWEST GROUP

KXL — Joseph H. McGillvra
KFPY — The Katz Company
Z NET — The Walker Company

Buy 2 markets, save 5%; buy all 3 markets, save 10%.

BERNARD J. PROCKTER, radio business manager of the Biow Co., New York, and Richard Lewis, writer-producer, also with agency, last week resigned to set up their own production and radio counsel at 299 Madison Ave., New York. Phone is Vanderbilt 6-0674.

WILLIAM & SAYLOR Inc., New York, merchandising and advertising agency, has moved to 271 Madison Ave. Phone is Lexington 2-3493.

THOMAS BLAKLEY, formerly in the advertising production department of Kellogg Switchboard & Supply Co., Chicago, has joined the copy staff of Beaumont & Hohman Inc., Chicago.

CLAIRE A. WOLFF, public relations, advertising and sales promotion agency, has moved to 350 Fifth Ave. Phone is Longacre 5-5978.

ELSIE CLAY ROGERS, former editor of Vincent Edwards Adv. Service, Boston, has joined S. Duane Lyon Inc., New York, as chief copywriter.

LOU F. WEIGEL has been appointed production manager for the Detroit office of Arthur Kudner Inc.

DIAMOND ADV. Agency has been established in Philadelphia at 5638 Walnut St. by D. Desna Basherov.

J. E. FLEISCH has joined Ruthrauff & Ryan, Chicago, after 14 years with A. Stein & Co., Chicago.

WINSTON McQUILLIN, radio director of Cockfield Brown & Co., Toronto, and A. E. Wright of the agency's Montreal office, have been elected to the board of directors.

G. BARR & Co., Chicago, has appointed Hill Blackett & Co., Chicago, to handle advertising for its entire line of cosmetics and pharmaceuticals, including Balm Barr skin conditioner.

MAURICE ZIMM, writer-producer of Broadcast Adv. Co., Los Angeles agency, has resigned to enter the armed services.

OLGA FABIAN, formerly in the contact department of Sydney Bielfeild Adv., Detroit, has joined McCann-Erickson Inc., New York, in a similar capacity.

OTTO M. FOERNSLER, formerly on the production staff of George H. Gibson Co., New York, has joined O. S. Tyson & Co., New York, in a similar capacity.

## New Electronic Mfg. Co.

ELECTRONIC Mfg. Co., a new organization specializing in complex transformers, chokes, wave filters and other difficult types of electronic equipment, has opened a factory and main office at 735 W. Ohio St., and a branch office at 5200 W. Chicago Ave., Chicago. E. J. Rehfeldt, formerly with the Thordarson Electrical Mfg. Co., is planning and production manager; Harry Holubow, also from the Thordarson Co., is chief engineer; sales manager is J. S. Cislak; K. C. Hawkins is credit manager.

"Little Chief" says:-

UGH! UGH!*!

*KSEI is
your best bet
in IDAHO

KSEI
POCATELLO · IDAHO

## Steers Heads Media

WILLIAM E. STEERS, formerly director of all media for Pedlar, Ryan & Lusk, New York, has joined the newly organized agency, Doherty, Clifford and Shenfield, New York, as director of all media and secretary of the company. Mr. Steers had been with Pedlar, Ryan & Lusk for 14 years.

Mr. Steers

## Brown Names Barton

FRANCIS C. BARTON Jr. has been appointed business manager of the radio department of the Biow Co., New York, succeeding Bernard J. Prockter, who resigned last week to set up his own production company in New York. Mr. Barton formerly was director of the CBS program service and since May 1942 has headed the personnel department of the network. Prior to his CBS association, Mr. Barton was affiliated with N. W. Ayer & Son, managing the Albany office.

## Adam Kessler Jr.

ADAM KESSLER Jr., 63, mayor of Longport, N. J., and a director of N. W. Ayer & Son, Philadelphia, died in Atlantic City June 5 after being stricken with apoplexy.

## Donley Named to Head Westinghouse Set Sales

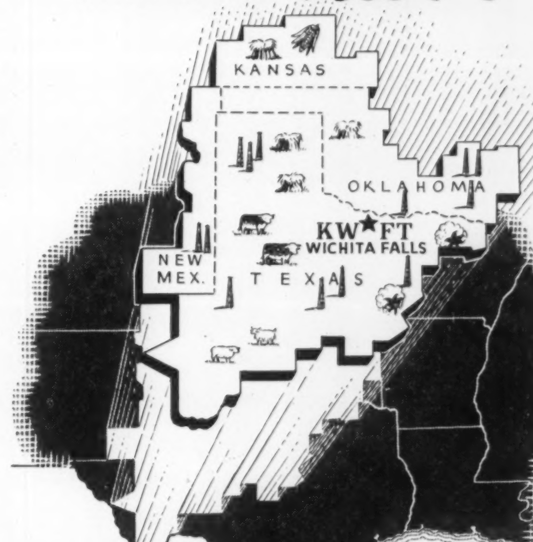
APPOINTMENT OF Harold B. Donley, a veteran of 22 years' service with Westinghouse Electric Supply Co., as manager of the radio receiver division, with headquarters in New York, was announced by Walter Evans, vice-president in charge of the company's radio activities. The division will market home sets as soon as they can be made again.

Mr. Donley will supervise planning and experimental work through which Westinghouse, for the first time since 1928, will develop a complete line of home radio receivers. Development work is already under way on new models, including standard sets as well as frequency modulation, with and without phonograph combinations and home television equipment. Mr. Donley started with Westinghouse in 1922 at the company's electric appliance division, Mansfield, O. He is a member of the National Electrical Wholesalers Assn. and an alumnus of Ohio Wesleyan U.

## New Norwich Series

NORWICH PHARMACAL Co., Norwich, N. Y., through Lawrence C. Gumbinner Adv., New York, is preparing a new series of one-minute spot announcements and radio programs for Pepto-Bismol. Midwest stations will be used at the start with expansion to other parts of the country to follow.

*You can't Cover the Southwest without* **KWFT**



Check the CBS listening area survey — and you'll see that KWFT dominates a rich Texas-Oklahoma area that should be covered on any schedule.

KWFT
5,000 WATTS 620 KC.

COLUMBIA AFFILIATE—Wichita Falls, Texas

Represented by PAUL H. RAYMER CO.

New York Chicago Detroit San Francisco Los Angeles

WMMN
offers you
PLAIN
PEOPLE
-of the liberal
American sort
who have all the
needs of the
average citizen
and who have a
tremendous
loyalty for their
WMMN which
we have built up
over the years.

THEY
LISTEN!
•
THEY HAVE
CONFIDENCE!
•
They
BUY
No Advertiser
can ask for
More!

5,000 WATTS
WMMN
FAIRMONT, W. VA.
ASK A JOHN BLAIR MAN

# *Heavy Purchase of Radios After War Indicated by Dr. Whan's Kansas Study*

HEAVY purchase by Kansans of radio receivers and television sets, along with other household appliances, is indicated in an advance supplementary study to the 1944 Kansas Radio Audience Survey conducted by Dr. F. L. Whan of the U. of Wichita and released last week by Ben Ludy, general manager of WIBW Topeka, which has developed, financed and printed the annual reports.

On the basis of 3,595 families interviewed during the last two weeks of January and the first two weeks of February, each 10,000 of the State's 511,109 families (1940 census figures) have made definite plans to purchase, at the war's end, 1,605 radio receivers and 595 television sets. Radio purchases are topped only by washing machines and electric or gas refrigerators in the definite post-war plans.

### War Conditions a Factor

In addition, anticipated purchases, although definite plans have not been formulated, include 610 radio receivers for each 10,000 family units and 836 television sets, the supplementary study revealed. Also in the "expect to buy but no definite plans" column, each 10,000 families plans to purchase 1,043 electric or gas refrigerators.

A foreword by Dr. Whan explains that the advance supplementary study was made "in an effort to learn something about the present plans of Kansas families for the post-war period." He pointed out that because of wartime conditions no exact figures are available on the number of families in Kansas in 1944 who live on farms, in villages or in urban centers. "However, it is probable that the 3,595 families reached represent with reasonable accuracy the State as a whole," he concluded.

Information was gathered from 1,551 city families, 942 families in towns of less than 2,500 population, and 1,102 farm families. That represents one out of each 116 city families, one of each 128 village families and one of each 141 farm families living in Kansas at the time of the 1940 Federal census.

"Renewal of time-payment plans, renewal of advertising and merchandising activities, and employment to replenish depleted inventories of peacetime products, should all operate to stimulate the post-war market," Dr. Whan explained.

With reference to ownership and condition of radio sets, the sample indicates that 6.2% of the families checked owned no radio. Of the 93.8% reporting radio ownership, 89.9% said their sets were in working order and 3.9% reported sets not working.

A total of 73.7% reported owning one set; 20% two sets; 3.7% three sets and 2.6% more than three receivers. Power for 73.1% of the sets is obtained through highlines or public utlities, 2.3% through home generators and 24.6% from batteries.

### Dead Batteries Listed

Receiving sets reported not working were broken down as follows: Farm, 6%; village, 3.1%; cities, 3%. Families reporting no radio sets owned comprise 8.2% farmers; 5.6% city dwellers and 5% living in small towns.

Reasons set forth for non-operating radios were listed as follows: Batteries dead, 32.1%; tubes bad, 27.1%; other reasons, 14.3%; unknown, 21.4%. In some cases more than one cause was given for non-working sets. Of those affected by dead batteries 54.6% were on farms, 20.7% in villages and 6.7% in cities. Bad tubes were broken down as: 34.8%, farms; 27.5%, villages; 15.5%, cities.

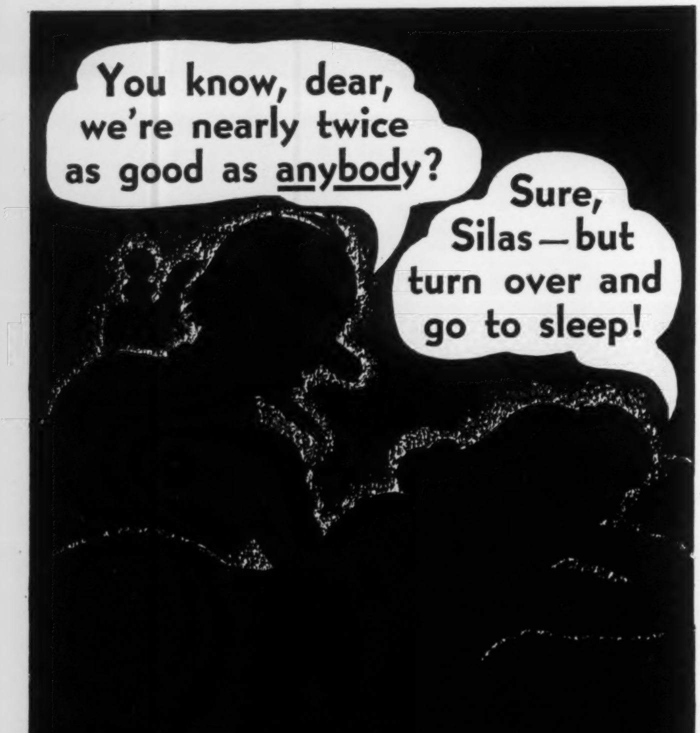
Of farm families reporting sets out of order 27.3% said they have had no radio service for more than a year, while 19.6% reported their radios going bad in the 30 days preceding the survey.

Kansas families have saved much of their incomes, the survey shows, and in the definite post-war purchase plans such appliances as electric cook stoves, gas cook stoves, mangle ironers, sewing machines and vacuum sweepers are included along with radios (both standard and television), refrigerators and washing machines.

Many families have made definite plans to buy furniture, home air conditioners, cold storage plants and install utility services such as telephones, water and electric systems. Dr. Whan pointed out, however, that the figures on "definite plans" reflect current demand and can be used in predicting future market only with the realization that "prolongation of the war, violent readjustment-unemployment following the war, and loss of confidence in the future could drastically affect purchases downward."

## KDYL Staff Changes

REORGANIZATION of the KDYL Salt Lake City staff has been announced by S. S. Fox, president and general manager. George A. Provol has been appointed director of national sales: Alvin G. Pack is program director: George D. Snell is director of production; Ken Hegard, chief announcer; John Baldwin, technical director; and Charles Stockdale has been named chief engineer.


You know, dear, we're nearly twice as good as anybody?
Sure, Silas—but turn over and go to sleep!

Silas is right. The North Dakota Farm increase—1943 over '39—was 213.2%, whereas the national increase was 128.3%! Some punkins, but 1944 will be better yet! And listen—WDAY is win, place and show in the best farm section of North Dakota. May we send you the facts? You'll easily see why WDAY is high up on the list of all the nation's farm-region stations.

**WDAY**

FARGO, N. D. . . . 5000 WATTS . . . . N. B. C.
AFFILIATED WITH THE FARGO FORUM
FREE & PETERS, NATIONAL REPRESENTATIVES

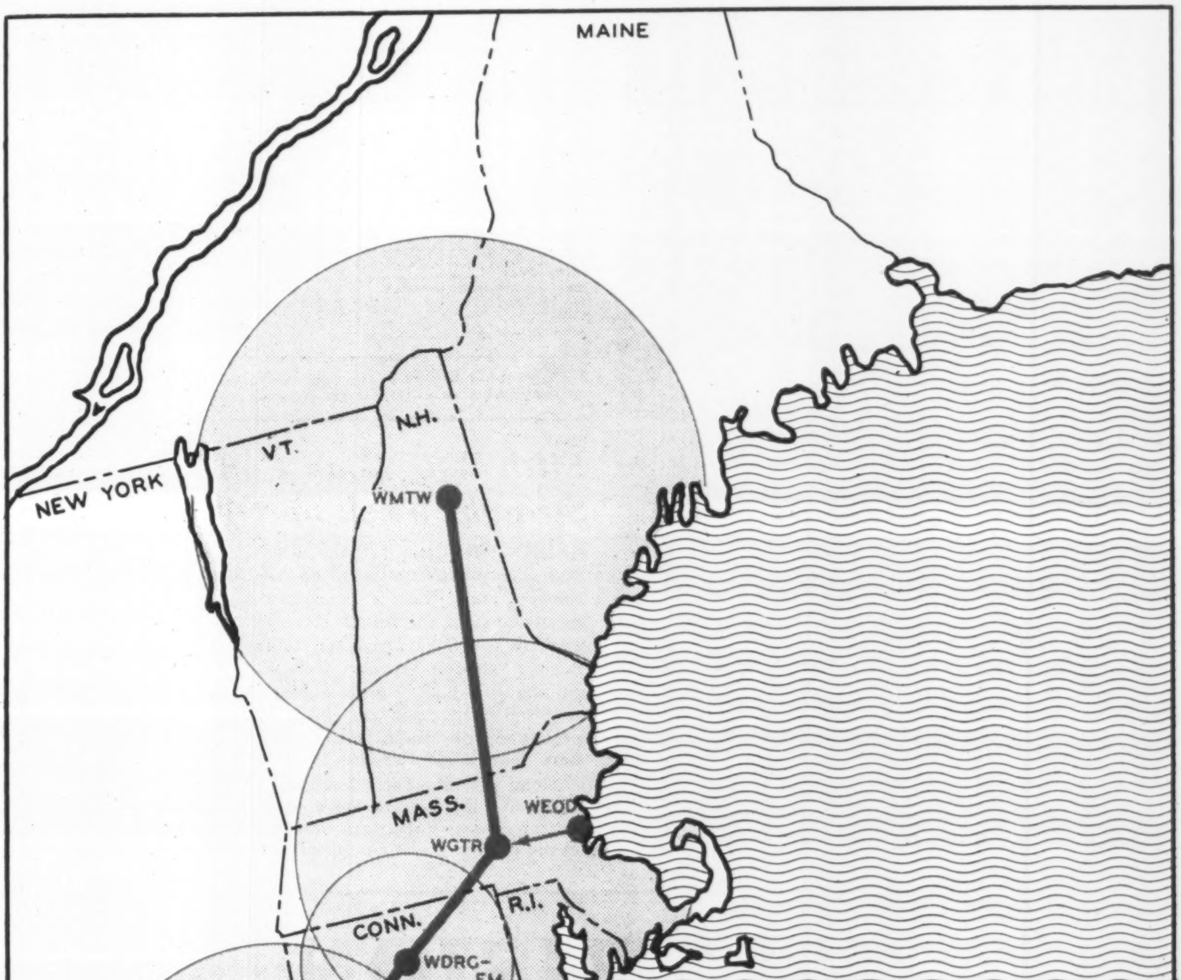
**A Proven Sales Medium**

WBNX broadcasts daily to Metropolitan New York's racial groups which comprise 70% of the population. These millions, with millions to spend, have their own churches, newspapers and radio stations. They respond to WBNX programming and public service, the reason why many of the country's largest advertisers today are using WBNX consistently. If your products are merchandised in Greater New York, WBNX should be on your list. Write WBNX, New York 51, N. Y. for availabilities. Or call Melrose 5-0333.

IN WBNX SERVICE AREA THERE ARE:

| | |
|---|---|
| 2,450,000 | Jewish Speaking Persons |
| 1,522,946 | Italian Speaking Persons |
| 1,236,758 | German Speaking Persons |
| 661,170 | Polish Speaking Persons |
| 200,000 | Spanish Speaking Persons |

WBNX
5000 WATTS DIRECTIONAL OVER NEW YORK
*America's Leading Foreign Language Station*



## *The Forerunner of*
## NATION-WIDE FM NETWORKS*

Covering over 1/6 the total population of the United States, this network was completed in 1942. Thus for the first time, a station network was programmed by radio relay, without the use of land lines. The reliability required for commercial network operation is provided by the use of Armstrong crystal-control, phase shift modulation employed at all these stations:

| | | | | |
|---|---|---|---|---|
| **WMTW** | 10 kw. | REL transmitter | 43.9 mc. | 2,000,000 pop. |
| **WGTR** | 50 kw. | REL transmitter | 44.3 | 5,500,000 |
| **WEOD** | 250 w. | REL S-T link | 156. | (studio-trans. 43 mi.) |
| **WDRC-FM** | 5 kw. | composite | 46.5 | 2,118,000 |
| **W2XMN** | 40 kw. | REL equipped | 43.1 | 12,000,000 |
| **WFIL-FM** | 10 kw. | REL transmitter | 45.3 | 4,500,000 |

*The true FM networks projected for postwar service, will be programmed by FM radio transmission.

REL

**PIONEER MANUFACTURERS OF FM TRANSMITTERS**
**EMPLOYING ARMSTRONG PHASE SHIFT MODULATION**

# RADIO ENGINEERING LABS., INC.
*Long Island City*, N.Y.

TRI-PENN MARKET
WKBO
HARRISBURG
WORK
YORK
WGAL
LANCASTER
The PLUS Buy in the Heart of PENNSYLVANIA
NBC
MUTUAL
PAUL H. RAYMER
Sales Representative

## Hooper Rating Reveals Spring Listening Drop

EVENING network ratings released by C. E. Hooper Inc., in the May 30 report, again show evidence of a decided decrease in listening, both in comparison to the previous report and to that for the same period a year ago. The figure for average sets-in-use is 24.1, down 2.9 from the last survey, down 2.6 from a year ago. Average available audience is rated at 76.2, down 1.4 from the last report, down 2.1 from a year ago. The average evening program rating is 7.9, down 0.9 from the most recent report, down 1.5 from a year ago.

Bob Hope, followed by *Fibber McGee & Molly*, and Red Skelton, respectively, are the top three in the list of "First Fifteen" evening programs. The list continues: *Davis With Haley, Aldrich Family, Charlie McCarthy, Take It or Leave It, Screen Guild Players, Radio Theatre, Abbott and Costello, Bing Crosby, Jack Benny, Walter Winchell, Kay Kyser, Mr. District Attorney.*

The five top ranking programs of Hooper subscribers are listed in terms of number of listeners per listening set in the following order: *Great Gildersleeve, Crime Doctor, Blue Ribbon Town, Charlie McCarthy*, with *Life of Riley* and *Radio Reader's Digest*, tying for fifth place. The subscriber program with the highest sponsor identification index is *Radio Theater*.

### Biscuit Series

NATIONAL BISCUIT Co., New York, is sponsoring a quarter-hour news program on KSTP St. Paul for Shreddes and Nabisco Shredded Wheat. Contract is for 13 weeks. Agency is A. A. Federal Inc., New York.

## OWI PACKET, WEEK July 3

Check the list below to find the war message announcements you will broadcast during the week beginning July 3. All station announcements are 50 seconds and available for sponsorship. Tell your clients about them. Plan schedules for best timing of these important war messages. Each X stands for three announcements per day or 21 per week.

| WAR MESSAGE | NET-WORK PLAN | STATION ANNOUNCEMENTS Group KW Aff. | Ind. | Group OI Aff. | Ind. | NAT. SPOT PLAN Live | Trans. |
|---|---|---|---|---|---|---|---|
| Fifth War Loan | X | X | X | X | X | -- | - |
| Play Square with Gasoline | -- | X | X | X | X | X | X |
| Women War Workers | X | — | -- | -- | -- | -- | -- |
| V-Mail | X | -- | -- | -- | -- | -- | -- |
| Save Paper | | -- | X | -- | X | -- | -- |

See OWI Schedule of War Messages 145 for names and time of programs carrying war messages under National Spot and Network Allocation Plans.

## *Fifth War Loan Continued for Fourth Straight Week on OWI Radio Schedule*

RADIO allocations for the Fifth War Loan are continued on the Network and Station Announcement plans for the fourth straight week in the OWI Domestic Radio Bureau schedule for the week beginning July 3. Two other subjects are continued from the previous week and two others return after more than a month's absence.

Along with the Fifth Loan, messages on Play Square With Gasoline and Save Paper are retained on the packet. Gasoline appeals are assigned to both Station Announcement and National Spot allocation, with the conservation theme tied into military needs.

Brought back to the allocation plan after a two-month absence is the campaign to recruit Women War Workers. Messages have been assigned to network programs to urge millons of women, now unemployed, to take jobs in war production plants, essential civilians and women's armed services.

The V-Mail campaign, missing from the packet for five weeks, is also assigned to Network allocation, with appeals directed to the importance of conserving precious cargo space as the number of troops now overseas increases. Army and Navy V-Mail has jumped 50% in volume since the first of the year, OWI points out, for which radio deserves a large share of credit.

In addition to the allocation assignments, the OWI Women's Radio War Program Guide for July lists four subjects for women's programs. These are Home Canning, Make Do and Mend, Save Paper, and Tire Conservation.

DECCA RECORDS Inc., New York, at a meeting of the board of directors, held last Tuesday, declared a quarterly dividend of 30 cents per share, payable June 30, 1944 to stockholders of record at the close of business June 17, 1944.

TELEVISION
FIRST APPLICATION
IN SOUTHEAST

In step with latest developments in broadcasting WPDQ has applied for a television license.

Programming and engineering techniques are being studied to bring this exciting new form of public service to the people of Jacksonville at the earliest possible date.

*A downtown location is under option for early construction of the new facilities when materials become available*

FM — SOUND
WPDQ
TELEVISION — SIGHT

Robert R. Feagin, *Gen. Manager*
JACKSONVILLE, FLORIDA

Representatives:
George P. Hollingbery Company
New York Chicago Los Angeles Atlanta

The CBS Station for a million people in 22 counties of 3 states... the heart of the Textile South.

WSPA
5000 Watts Day
1000 Watts Night
950 kc.
CBS
Spartanburg, S. C.
Represented by Hollingbery

# "Fast, Accurate, Complete"*

**While INTERNATIONAL NEWS SERVICE is usually FIRST with the news (as it was again with the flash of the invasion) ACCURACY is never sacrificed to speed alone.**

## HERE ARE A FEW OF THE MANY FINE TESTIMONIALS RECEIVED THE LAST FEW DAYS:

* "Appreciate outstanding coverage of INS on invasion. We found INS accurate, fast and complete. It met our broadcast requirement in every way. Thanks."

ROBERT J. MYERS
*Editor-in-Chief*
Yankee Network
Boston, Mass.

"We of station WHO have been very well pleased with INS invasion coverage so far. You have been on top of the latest developments all the way, and we have found your service a real help in compiling our newscasts in a time of great pressure."

JACK SHELLEY
*News Editor*
Station WHO
Des Moines, Ia.

"INS coverage on the invasion was excellent. All through the day I have been pleased to receive thorough, brilliantly written and fast stories from INS on this stupendous development in the war."

GILBERT FORBES
*News Editor*
Station WFBM
Indianapolis, Ind.

"Many thanks to INS for its outstanding coverage on the invasion. Everything was highly satisfactory. While we have three services, INS gave us more personal attention than the other services by alerting us with frequent phone calls before the official flash from Eisenhower. It was a job well done. Another fine INS achievement."

JAMES McPHERSON
Station KOA
Denver, Colo.

"INS supplied its usual good service and fine cooperation when the invasion came."

NICK PAGLIARA
*Manager*
Station WEW
St. Louis, Mo.

"Many thanks for alertness of last night. KFUN took the air at 11:45 PM staying on until 3:45 AM (MWT), broadcasting practically every INS dispatch. The official allied confirmation was flashed by you in Las Vegas less than two minutes after it was released in London. Again, thanks for keeping us on top of the story."

Station WFUN
Las Vegas, New Mexico

**"Get it FIRST, but first get it RIGHT" continues to be the watchword of INS**

**INTERNATIONAL NEWS SERVICE**

# Programs Shifted By General Foods

### Kate Smith to Be Heard in News for Independents

HIGHLIGHT in a series of network program time changes preciptating a major revamping of CBS and NBC summer and fall schedules is the shift of Kate Smith to the Sunday 7-8 p.m. period on CBS Sept. 17, when she returns to the air after a summer hiatus. In announcing the shift for Kate Smith, heard Friday, 8-8:55 p.m. since 1939, Young & Rubicam, New York, agency in charge, emphasized there was no intention to establish competition with Jack Benny.

Comedian has severed connections with General Foods and returns to his Sunday 7-7:30 p.m. spot on NBC for Pall Malls October 8. Setting up competition to Benny is "an incidental bi-product" of a shift which is dictated by the factors of good business, according to Y&R, which states that the Sunday 6:30-8 p.m. block purchased on CBS was the only desirable continous time open to the company.

**Fanny Brice Show**

In the 6:30-7 p.m. spot, G-F is slated to sponsor a Maxwell House coffee show with Fanny Brice, beginning Sept. 17, while Frank Morgan is scheduled to return August 31 to the original *Maxwell House Coffee Time* NBC Thursday 8-8:30 p.m. in a show of his own, with final plans still to be confirmed. For ten weeks, starting June 22, G-F's *Those We Love* will be heard on NBC Friday 8-8:30 p.m. Instead of Sunday 2-2:30 p.m. Wrigley's *America In The Air* on September 16 is scheduled to move from Sunday 6:30-7 p.m. to Saturday 7:30-8 p.m. on CBS, latter period to be vacated July 1 by *Thanks To The Yanks*. R. J. Reynolds Tobacco shifts this show July 3 to Monday 7:30 p.m. on CBS replacing *Blondie*, to be permanently discontinued by Reynolds.

Another confirmed change is G-F's plan to shift *Thin Man* from CBS Sunday 10-10:30 p.m. to NBC Friday, 8:30-9 p.m. June 16. Not as yet fully confirmed is shift of G-F's *Dina Shore Show* from Thursday, 9:30-10 p.m. on CBS to Thursday, 8:30-9 p.m. on NBC on return in fall, and transfer of *Aldrich Family* from NBC's Thursday 8:30-9 p.m. spot to CBS Friday 8-8:30 p.m. September 15 after a summer haitus. Gulf Oil Corp. is expected to shift *We, The People*, heard on CBS from 7:30-8 p.m. to 10:30-11 p.m. on Sunday, June 18, and Anchor Hocking Glass to move Corliss Archer, effective July 6 to Thursday on CBS 9:30-10 p.m. instead of into the Sunday 7-7:30 p.m. spot on the same network.

## AFM Stands Pat

(*Continued from Page 12*)

Sens. Wheeler (D-Mont.), Clark (D-Ida.) and Vandenberg (R-Mich.) as being "defenders of employers". All three Senators have opposed Petrillo's interference with educational broadcasts.

Despite his blasts at the WLB in connection with the recording dispute and the WJJD and KSTP strikes, however, Mr. Petrillo decided not to oppose the Board's "status quo" request on the NABET dispute [BROADCASTING, June 5]. In introducing Ed J. Brown, president of the International Brotherhood of Electrical Workers, he asserted that "because of the invasion" it was better not to fight and to "take it on the lam" and "keep quiet momentarily at least".

Reviewing his agreement with the networks and his subsequent contract with IBEW as to jurisdiction on platter turners, Mr. Petrillo said that the independent engineers (NABET) became "militant and decided to strike if the musicians take over". However, he assured Mr. Brown that they would work together.

"I'm satisfied," he said, "that the NAB some day is going to give us a fight. We've got to be prepared for that fight now. They're making so much money they don't know what to do with it."

Principal resolution affecting radio passed by the convention concerned the recording dispute. It provided:

> That no member or members of the AFM shall take employment or become employed in the making and manufacturing of records and transcriptions upon terms and conditions different from those prescribed in the "Decca" contract or in the "Four Employer Contract"; and officers of AFM hereby stand instructed to refrain from entering into any contracts or agreements with any person, company, or employer who seeks the services of any musicians in the making of records and transcriptions unless such person, company or employer enters into a written agreement with the Federation embodying the same terms and conditions now included in the "Decca" contract and the "Four Employer Contract."

Another resolution, designed to safeguard AFM members against any "nefarious" effects on their employment by tele-

(*Continued on Page 68*)

**HOW KEEN IS OUR VALLEY?**

Today it's keener than ever, richer than ever, more discerning than ever. Known for generations as the "Breadbasket of the West" . . today it has the *highest per capita farm income in the world. The *Beeline* offers the only means of covering this enormous area, plus Western Nevada.

*1942 average $8,797 per farm.

**WHAT IS**
***The Beeline***

Not a regional network but a group of long-establisded key stations, each the favorite in its community . . . combined* on a new basis for National spot business.

*See McClatchy *Beeline* rate listing first under California in Standard Rate and Data

THE BEELINE
RENO - KOH
SACRAMENTO - KFBK
STOCKTON - KWG
FRESNO - KMJ
BAKERSFIELD - KERN

**McClatchy Broadcasting Company**
Sacramento, California

Robert A. STREET
National Sales Manager

Paul H. RAYMER CO.
National Representative

**WCBM**

**A QUALITY STATION *with* MASS APPEAL *in a* RICH MARKET**

**WCBM BALTIMORE**
**The BLUE Network Station**

John Elmer
President

Geo. H. Roeder
Gen. Manager

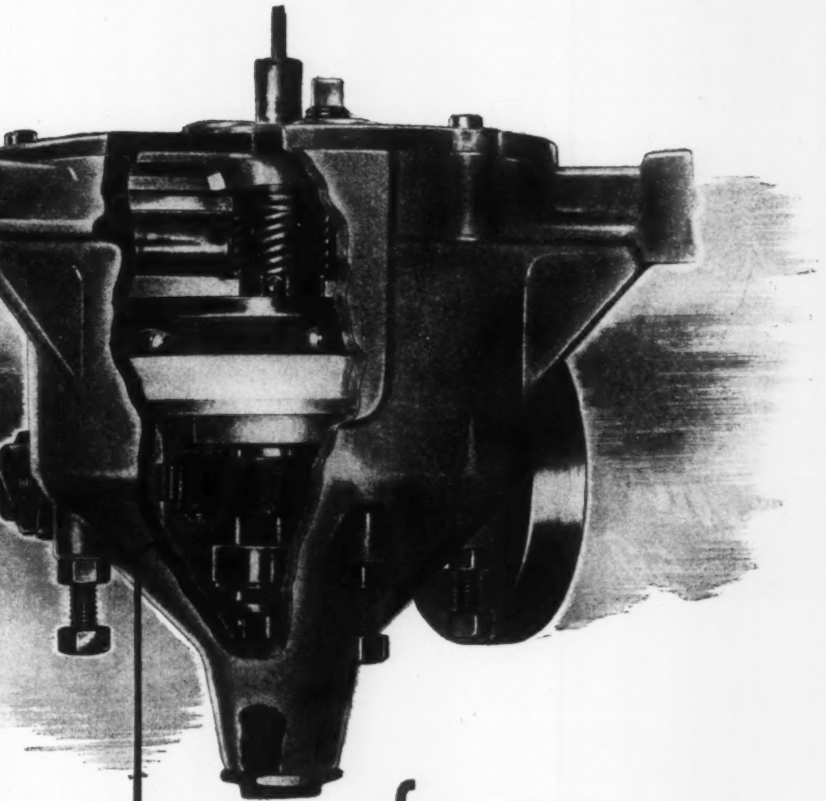
FREE & PETERS, INC.
Exclusive National Representatives

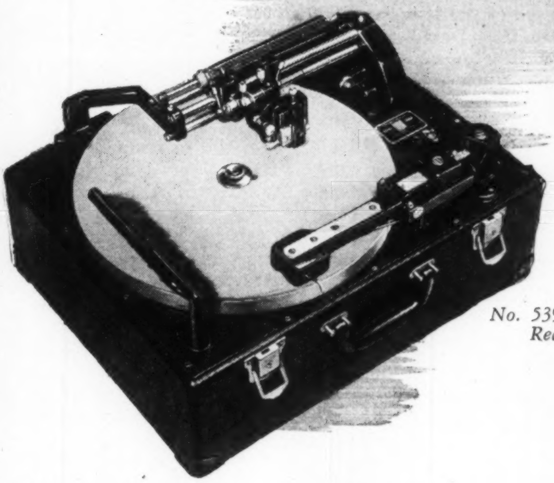
***If you buy or plan advertising for Iowa, you need***

**THE 1943 IOWA RADIO AUDIENCE SURVEY**

gives you detailed analysis of "listening areas" of every Iowa station, programs that appeal to urban, village, and farm families, and listening habits. Illustrated with pictographs for quick and easy reading. You can get a copy free by writing to

CENTRAL BROADCASTING CO.
912 Walnut St., Des Moines, Iowa





*No. 539 Portable Recorder*

# perfect timing

Fifteen minute transcriptions play back with split-second accuracy.

Where seconds count, maintaining broadcasting schedules or dubbing sound to synchronous-driven movie films, you're offered the perfect timing of the Fairchild Portable Recorder turntable drive.

The motor is synchronous. The drive is positive. Two speeds: 33.3 rpm by worm and gear; 78 rpm by precision friction-ball-race stepup. The only necessary interlocking device to other synchronous equipment is the A.C. line.

With professional use in mind, all Fairchild portable recording instruments are built to meet the exacting requirements of the radio and communications fields. To electronic skill Fairchild has added the plus of exceptional mechanical skill — skill long practiced in .0002″ tolerance production of aerial cameras, aircraft sextants and aircraft computing gun sights.

The result of persistent research to provide studio-quality recording in the field is the Fairchild No. 539 Portable Recorder. Descriptive and priority data are available.

Fairchild **CAMERA**
**AND INSTRUMENT CORPORATION**

88-06 Van Wyck Boulevard, Jamaica 1, N. Y. • *New York Office:* 475 Tenth Avenue, New York 18, N. Y.

**SOUND EQUIPMENT-PRECISIONIZED-*mechanically and electronically*-FOR FINER PERFORMANCE**

"Plug" Kendrick says:

The neighbors will *tell you*–*RESULTS!*

14

*Local Advertisers have been on WINN a solid 104 weeks That's RESULTS!*

WINN
LOUISVILLE
*with*
WINN
*Your*
BLUE NETWORK
STATION *in*
LOUISVILLE, KY.

•

**D. E. "Plug" Kendrick**
President and General Manager
**G. F. "Red" Bauer**
Sales Manager

## Allied Service

*(Continued from page 9)*

Branch by Lt. Col. Jack Harris, former assistant manager of WSM Nashville. Col. Kirby formerly was an executive of the Nashville station, but served three years as public relations director of the NAB prior to his Army radio assignment as a civilian in 1941.

In addtiion to separate programming operations for U. S. and British-Canadian forces, there will be a joint AEF production unit, made up of former BBC men in the British Army and former broadcasters available from the American Army. Special events programs will be developed, along with other established features.

New program material also will be drawn from American and Canadian networks, as well as BBC. One program definitely planned follows the "musical clock" pattern, probably to be called the *AEF Early Bird, Rise and Shine* program. Sgt. Casper Kuhn, formerly an m.c. on NBC using the name Dick Dudley (*Dawn With Dudley*), and an RAF soldier who was a BBC m. c., are handling the early morning program. The effort is to give soldiers a laugh and bright music to start the day.

Preliminary plans also contemplated a "show case" type of rendition, to be supplied by the various networks and featuring their top talent. Supplementing such recorded programs would be live talent both from here and in England, as it becomes available.

Col. Kirby's transfer to ETO was requested, it is understood, following a visit there in April in connection with arrangements for radio coverage of the invasion. He worked with Col. David Sarnoff, president of RCA and chairman of the NBC board, now with SHAEF as radio liaison officer, and Comdr. Harry C. Butcher, former CBS Washington vice-president, Naval aide to Gen. Eisenhower.

While precise information was lacking, preliminary discussions regarding the Allied Forces Network operations contemplated broad-scale operations. A service department would inform troops of facts and information at home and in other war theatres, provide legal aid service, explain orientation, language, educational and other services, and generally perform as radio counselors to servicemen.

As needed, it is thought, additional transmitters and other facilities will be established, beamed to the Continent. The effort will be to develop facilities so that at all times the primary service area of the AFN stations will be within the range of Allied troops.

In addition to the military nature of this operation, it is expected that a vast civilian population will be attracted. The American Forces Network, with its restricted operations, is reported to have established a following of some 5,000,000 civilians, who listened over the shoulders of the troops in the British Isles alone, prior to the invasion.

Headquarters of the new service are established in London and the center of operations probably will remain there. With the establishment of invasion subheadquarters on the Continent, it is believed branch studios and mobile transmitters will be set up. News operations probably will be expanded considerably over that formerly provided. American Forces Network news was handled largely by the staff of *Stars & Stripes*, expeditionary force newspaper.

The simultaneous BBC-AFN operations will continue indefinitely, it is understood. It is conjectured that there will be a separation when American, British and Canadian troops have been segregated in particular areas. At that time, it is expected BBC will service British-Canadian troops and AFN will serve American occupied areas.

**BROADCASTING MESSAGES** of good luck and Godspeed in Washington's NBC studios on D-Day were the wives of leading American military leaders whose husbands are on the European invasion front. At the mike, with Nancy Osgood (top center) of WRC Washington, in the background, are (l to r): Mrs. Harold R. Stark, Mrs. Carl Spaatz, Mrs. James Doolittle and Mrs. Alan R. Kirk, wives of our famous leaders.

## New Int'l Silver Show

INTERNATIONAL SILVER, Meriden, Conn., on Oct. 1 will replace *Silver Theatre* on CBS Sunday 6-6:30 p.m. with a new dramatic comedy *The Adventures of Harriet and Ozzie*, starring Ozzie Nelson, band leader and his wife. Contract for 13 weeks was placed through Young & Rubicam, New York.

Wichita KFH
BOOM TOWN BOBCAT!

**The Cessna Bobcat Trainer mascot is war worker No. 74, a morale booster at the busy Cessna Plant.**
*Cessna Aircraft Photo*

**Morale is High in Booming Wichita!** Boomtown's fabulous payroll is its biggest morale booster . . . sales booster, too, for booming Wichita, with a **doubled population** and a spendable income per family that is **more than doubled!** Wichita tops the great Southwest in record-breaking retail sales with more than $16 000,000 monthly; is second in sales increases in the entire Nation! But Wichita, with important money to spend is **saving** money too, as evidenced in sharp savings increases and war bond sales. Peace-time Wichita, the Aviation Capital, with its reserve of natural resources in rich wheat lands and untapped oil areas will still be boomtown for low-cost sales!

Forward-looking advertisers are creating sales-habits now with that Selling Station in Kansas' Richest Market . . .

KFH
WICHITA

CBS 5000 WATTS DAY & NITE CALL ANY EDWARD PETRY OFFICE

# D-Day Gives Radio Opportunity

(*Continued from page 10*)

a Mutual microphone, was soon followed by Charles Hodges, Royal Arch Gunnison, Paul Schubert and Cecil Brown. These commentators broadcast frequently throughout the early morning filling in background and interpreting the news reports.

Later in the morning Miller McClintock, MBS president, announced that Mutual had cancelled all commercials since the first invasion flash in order to bring its listeners the full news as it happened and that this policy would be continued as long as necessary. Effective at noon, he said, news bulletins would be broadcast every half-hour on the hour and half-hour, this practice to be continued until further notice, adding that when commercial programs were resumed they would be interrupted or displaced as news events occurred.

At CBS, where Paul White, director of news broadcasts, had been at his desk since before 1 a.m., Quentin Reynolds joined Trout and Eliot to handle the brunt of the commentaries from New York for that network. Jack Gerber, supervisor of shortwave listening, had also been assembling his staff, which from midnight June 5 to midnight June 6 monitored approximately 20,000 words of copy, broadcast from a dozen key cities in half that many languages.

### Blue Acts Fast

Summoned by John Madigan, manager of the Blue newsroom in New York, who was on duty when the first invasion bulletin came through and who set the Blue's D-Day assembly plan into motion, G. W. Johnstone, director of news, arrived in time to assume command of the Blue's news operations well in advance of the Allied confirmation. Thomas Vellotta, assistant news head; Ray Diaz, supervisor of announcers; James Bixler and Edmund Stevens, manager and assistant manager of night programs, were also on duty. Phillips Carlin, Blue vice-president in charge of programs, followed the news from his office over his radio, while Charles Barry, eastern program manager, coordinated activities and controlled schedules from vantage points in the newsroom.

William F. Brooks, NBC director of news, supervised the flow of invasion news and news analysis for that network. Adolph Schneider, Brooks' assistant, remained at the cue channel desk, in direct contact with London, from the time of the first official announcement until late in the afternoon, directing cut-ins and cues and calling the timings for overseas pickups.

### Commercials Out

H. V. Kaltenborn, dean of news analysts, and St. John handled the brunt of news interpretation for NBC from New York, where Don Goddard, Don Hollenbeck, Cesar Saerchinger headed a battery of announcers who read pre-broadcast announcements and news bulletins.

Niles Trammell, NBC president, arrived shortly after the first announcement, as did vice-presidents C. L. Menser, John F. Royal and Frank E. Mullen, to provide overall supervision. Mr. Trammell's first act was to order the cancellation of all commercial and sustaining programs, except for some news periods, for as long as invasion coverage might warrant this policy. Not a single commercial program was broadcast on NBC during the entire D-Day operations.

While the final New York staff members were still straggling in from remote suburbs, news was being made, reported and analyzed on the air. At 4:17 a.m. EWT, Wright Bryan of WSB Atlanta, and managing editor of the *Atlanta Journal* and an NBC correspondent, broadcast from London the first eye-witness report of the beachhead landings as seen from a plane. This and subsequent reports of correspondents during the first hours of invasion news were pooled and carried simultaneously by all networks. As time went on, however, a tendency developed for each network to stick more closely to reports of its own staff, except for official communiques from SHAEF and for personages such as King George of England, who broadcast at 3 p.m. EWT, who are always accorded time on all networks.

In keeping with the solemnity of the D-Day atmosphere, the day's broadcasts included many prayers and programs of a religious character, climaxed by the message of President Roosevelt at 10 p.m. on all networks. At 7 a.m. the Blue broadcast a program of special D-Day prayers by the Most Reverend Francis J. Spellman, Catholic Archbishop of New York and Military Vicar of the U. S. armed forces, Dr. Israel Goldstein and the Right Reverend William T. Manning, and a message to American women by Mrs. Eleanor Roosevelt. These had been recorded in advance for broadcasting after the start of the invasion. At 8:30 a.m. the Blue picked up a community church service from Chagrin Falls, Ohio.

### Liberty Bell Rings

From Independence Hall, NBC at 7:15 a.m. picked up the ringing of the Liberty Bell by Mayor Bernard Sobel of Philadelphia as a symbol of the eventual liberation of oppressed peoples everywhere, followed by prayers for men of the armed forces said by Dr. Norman Vincent Peale, Rabbi David Desola Pool and Father Francis X. Shea. The prayer offered by Archbishop Spellman at the noon mass at St. Patrick's Cathedral was repeated on NBC at 2:30 p.m. and at 5 p.m. NBC carried the eternal light ceremonies from Madison Square with

SAYS HOOPER
*about* AUGUSTA, (*Ga.*)...

30 Minute break-downs show WGAC with more listeners than all other stations combined, 25 of 28 half-hours, 8:00 A.M.-10:00 P.M.

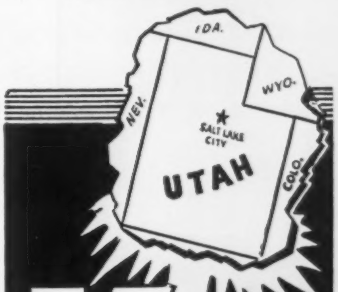
| TIME | WGAC | Station "A" | Station "B" | All Others |
|---|---|---|---|---|
| Morning | 63.6 | 34.5 | 0.7 | 1.2 |
| Afternoon | 60.9 | 37.6 | 0.8 | 0.7 |
| Evening | 52.4 | 43.5 | 2.0 | 2.1 |

*Midwinter 1944 Report by C. E. Hooper, Inc.*

*To outsell 'em all—*
*Smart advertisers use this call*

BLUE WGAC BLUE
AUGUSTA - GEORGIA
J. B. FUQUA—Vice President & General Manager
HEADLEY-REED CO., National Representatives

*Reach the*
ACTIVE
SALT LAKE
MARKET



KDYL
*Through* UTAH'S NBC STATION

S. S. FOX, President and General Manager

National Representative
JOHN BLAIR & CO.

**"Now, if we were only staying at THE ROOSEVELT"**

When you stop at The Roosevelt you don't risk getting marooned like this. For you'll be within walking range of Manhattan's Midtown activities. Direct passageway from Grand Central Terminal to hotel lobby. A reservation at The Roosevelt liquidates a lot of bother.

*Rooms with bath from $4.50.*

**HOTEL ROOSEVELT**
MADISON AVE. AT 45th ST., NEW YORK
— A HILTON HOTEL —
ROBERT P. WILLIFORD, General Manager

**Other Hilton Hotels From Coast to Coast:**

TEXAS, Abilene, El Paso, Longview, Lubbock, Plainview; NEW MEXICO, Albuquerque; CALIFORNIA, Long Beach, Los Angeles, The Town House; MEXICO, Chihuahua, The Palacio Hilton. Hilton Hotels. C. N. Hilton, President.

Mayor F. H. LaGuardia as the chief speaker.

Invasion day prayers by Brig. Gen. William R. Arnold, chief of Army chaplainc, and Capt. Stanton W. Salisbury, acting chief of Navy chaplains, were broadcast on MBS at 9 a.m. Mutual at 4:30 p.m. also broadcast a special hour of prayer, with messages from Archbishop Spellman, Rabbi Louis Finkelstein and the Right Rev. Henry St. George Tucker.

Another special MBS program, which, like the *Hour of Prayer*, had been set up in advance by WOR New York for D-Day broadcast, was *This Is It*. A dramatization involving an American family with a son in the service, which was broadcast in the half-hour immediately preceding the presidential program, *Milestones for Victory*, was broadcast on the Blue in the afternoon.

### Eyewitness Accounts

Recordings of eye-witness acaccounts of Naval action on the English Channel, made on the scene and flown back to London for broadcast, provided some of the outstanding radio reports of the beginning of the invasion. At 9:20 a.m. CBS correspondent Charles Collingswood's account of the trip of an LST was broadcast by his network and at 11 a.m. Mutual gave its listeners interviews with American soldiers made on an invasion vessel by MBS correspondent Larry Meier. One of the most dramatic accounts was that recorded from the deck of an American Naval flagship by George Hicks, manager of the Blue's London newsroom, and broadcast at 10:30 p.m.

By noon, all the networks except NBC had returned to approximately normal program schedules, except the news bulletins were broadcast at the beginning of each program period. There were numerous interruptions for special bulletins and a number of cancellations for special programs, but the tension was gradually lessening. By Wednesday morning, all four nets were back to normal, although ready to revert to a fulltime news and analysis basis whenever events should warrant it.

Although NBC carried no commercials on Tuesday, Bob Hope, *Fibber McGee and Molly*, Red Skelton, Ginny Simms and Fred Waring made brief appearances, using special material in keeping with the solemnity of the occasion.

# Commercials Ignored as News Of Invasion Gets Precedence

## NBC Killed Entire Program Schedule, Not Even Using Courtesy Announcements for Sponsors

GIVING invasion news precedence over all other programs on D-Day, the nationwide networks cancelled many of their regular commercial as well as sustaining shows, and cut off or interrupted others. NBC went the farthest, killing its entire program schedule for the day, not even broadcasting the courtesy announcements that are customary in such cases.

Blue Network cancelled the following sponsored programs, listed to show sponsor, program title and time of scheduled broadcast: A. E. Staley Mfg. Co., *Sweet River*, 10-10:15 a.m.; Libby, McNeill & Libby, *My True Story*, 10:15-10:40 a.m.; Kellogg Co. and Procter & Gamble Co., *Breakfast at Sardi's*, 11-11:30 a.m.; Coca Cola Co., *Songs by Morton Downey*, 3-3:15 p.m.; Miles Laboratories, *Lum and Abner*, 8:15-8:30 p.m.

Raymond Gram Swing's news show for Socony-Vacuum Oil Co., on the Blue was shifted from 10-10:15 p.m. to 10:10-10:25 p.m. This and a number of other sponsored Blue programs were broadcast with no commercials except sponsor identification, the extra time being utilized for war messages or news.

CBS cancelled commerciais included: Lever Bros., *Bright Horizon*, 11:30-11:45 a.m.; Anacin Co., *Our Gal Sunday*, 12:45-1 p.m.; Procter & Gamble Co., *Life Can Be Beautiful*, *Ma Perkins*, *Bernadine Flynn*, *The Goldbergs*, 1-2 p.m.; General Foods Corp., *Portia Faces Life*, *Joyce Jordan, M.D.*, *Young Dr. Malone*, 2-2:45 p.m.; Procter & Gamble Co., *Perry Mason*, 2:45-3 p.m.; Standard Brands, *Mary Marlin*, 3-3:15 p.m.; Owens Illinois Glass Co., *Broadway Matinee*, 4-4:25 p.m.; William Wrigley Jr. Co., *American Women*, 5:45-6 p.m.; Procter & Gamble Co., *I Love A Mystery*, 7-7:15 p.m.; Sterling Drug, *Big Town*, 8-8:30 p.m.; Colgate-Palmolive-Peet Co., *Judy Canova Show*, 8:30-8:55 p.m.

*The Romance Of Helen Trent*, broadcast 12:30-12:45 p.m. for American Home Products, was cut off at 12:41 for war news and *American Melody Hour*, 7:30-8 p.m. for Procter & Gamble Co., was similarly cut off at 7:44 p.m. Courtesy announcements crediting the sponsors were broadcast for all cancelled and curtailed programs. A number of other programs opened late to permit the broadcasting of news bulletins in advance.

The only MBS commercial cancellation was the Gotham Hosiery *Strictly Personal* program, 11:55 a.m.-12 noon. Numerous Mutual programs, however, revised their commercial continuity to eliminate product advertising, retaining only the name of the sponsor.

### New Raleigh Show

BROWN & WILLIAMSON Tobacco Corp. (Raleigh cigarettes), shifts Hildegarde from its half-hour *Beat the Band*, Wednesdays, on NBC to a new half-hour program, *Raleigh Room*, originating at NBC New York, Tuesdays, beginning June 13. Format retains Hildegarde's cafe personality with guest appearances. Clayton Collyer will announce, and Harry Sosnick's orchestra provides the music. *Raleigh Room* will be produced by Ann Sosenko, Hildegarde's manager. Succeeding Hildegarde on *Beat the Band*, effective June 14, will be Eddie Mayhoff with Harry Sosnick's orchestra. Both contracts are for 13 weeks. Agency is Russel M. Seeds Co., Chicago.

FLORIDA'S LARGEST

*and most productive market*

...now...and in the years to come!

★

WIOD covers this new, rich market as completely as Miami's magic sun

5000 Watts - 610 KC
NBC

National Representatives
GEORGE P. HOLLINGBERY CO.
Southeast Representative
HARRY E CUMMINGS
JAMES M. LeGATE, General Manager

U.P. *gives you*
"THE WORLD'S BEST COVERAGE OF THE WORLD'S BIGGEST NEWS"

IRON MAN of D-Day commentators was CBS' Bob Trout who began a 24-hour vigil in the early hours of June 6 with the first German report of the invasion, continued for 10 hours without any script other than fragmentary notes, then gave wire service news, called in overseas reporters and did a masterful job of maintaining a running report of "the greatest news story ever told". He roamed among the teletypes with a portable mike on an extra long wire.

### Heard on D-Day

AMONG prominent personalities who carried the *Voice of America* over OWI shortwave transmitters to Europe on D-Day was Wendell Willkie. Citing his German ancestry, Mr. Willkie emphasized the ties of millions of Americans with the people of Europe and voiced hope for the early liberation of the oppressed nations. Other D-Day broadcasters over OWI were Herbert H. Lehman, director general of UNRRA, King Haakon of Norway, Secretary of State Cordell Hull, and Undersecretary of State Edward R. Stettinius Jr.

WING

Basic Blue
WING
is
DAYTON
OHIO'S
No. 1
Choice of
Merchants
Using Radio
●
Ronald B. Woodyard
Exec. Vice President

Dayton, Ohio

WEED & CO. National Representatives

## RYAN LAUDS RADIO'S ROLE

RADIO'S role on D-Day kept the nation constantly informed and distinguished itself, J. Harold Ryan, NAB president, said in a D-Day message to broadcasters. His message follows:

Mr. Ryan

"Invasion for liberation has begun. In the middle of our American night word was flashed through the ether which brought millions from their beds to listen to every syllable of news from the French coast.

As instinctively as they would rush to their windows to see what was going on in their own front yards, the American people turned to their radios for full information on the tremendous Allied move. Far transcending the story of Pearl Harbor, radio's instantaneous reports of the invasion for liberation are placing the people at home in close touch with the scenes where wave upon wave of our loved ones in uniform are pouring into the attack.

As we listen today we know how essential were the weeks and months of preparation by stations and networks to bring this story home to America without interruption and delay. The responsibility which weighed so heavily upon the broadcasters, the numerous assurances which were given our listeners, are now more than justified by the reliance which fathers, mothers, wives, sisters and brothers are placing on this vast system of communication for minute to minute news, for words of cheer and comfort from leaders of the world around.

In its vigilance and preparedness for the recounting of this momentous event, American radio has distinguished itself as a great heart which never stops beating."

## *News Chiefs of Networks Claim Pool Provides Best Coverage for the Public*

ENDORSEMENT of the effectiveness of the pooling system of invasion news coverage was given by the news chiefs of the four nationwide networks who issued the following statements in response to a request from broadcasting.

John Whitmore, manager of Mutual's news division, said:

So that American listeners might get the most factual news reports on the invasion, the four American networks agreed to pool their coverage, the success of this venture is evident. Correspondents were competing to get on the air first. It was merely a question of getting the most accurate information possible. I believe a precedent has been set which will be followed on important news stories in the future. It is perhaps unfortunate that the industry and listeners could not hear the conversations of Messrs. White, Johnstone, Brooks and myself with the London bureaus and correspondents via the overseas communications circuits. If they had, they would have witnessed the smooth coordination that existed under trying conditions.

Paul White, CBS director of public affairs and news broadcasts:

Cooperation by both London and New York has been extremely effective, and because of the pooling arrangements there has been a minimum of confusion. The American public has benefited through the most comprehensive coverage ever given for one event. The networks have best served the industry and the public by his cooperative effort.

William F. Brooks, NBC director of news and special events:

The pool in my opinion has worked very well. Used in combination with NBC's own staff of trained reporters, it provided a source of front line material to supplement the exclusive stories filed by our staff men who have been assigned to all branches of the invasion forces.

### MBS 41% Increase

MUTUAL'S gross billings for May totaled $1,525,000, an increase of 41.1% over May of last year, when the total was $1,080,797. Accumulative figure covering the January-May period, is $8,373,778, a 74.4% rise over the first five months of last year.

PROUD OF YOUR SALES IN HUMBLE (Ky.)?

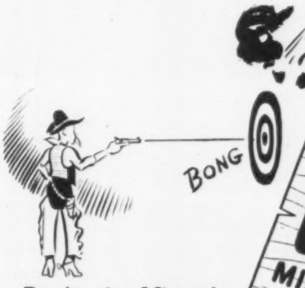
Don't feel crestfallen if your Humble (Ky.) business isn't worth getting puffed up about. Chances are, it's only because the Louisville Trading Area has 54% of Kentucky's total retail business! So forget Humble. Get Louisville and you'll really have something to be proud of! Incidentally, we humbly call your attention to the fact that WAVE covers the *whole* Louisville Area at *lowest* cost. Need we say more?

LOUISVILLE'S
WAVE
5000 WATTS . . . 970 K.C. . . N.B.C.
FREE & PETERS, INC.
National Representatives

No wonder we're whooping it up...

TAKE A LOOK AT OUR MARCH HOOPER!

| Program | Share of Audience |
|---|---|
| Take It or Leave It | 94.4 |
| Lux Radio Theatre | 95.8 |
| Kate Smith | 98.3 |
| News | 99.2 |
| World Today | 100.0 |



KGVO
MISSOULA - MONTANA

Don't miss Missoula for your share of Montana business.

CARRYING ALL CBS MAJOR PROGRAMS

The San Francisco Radio Picture *Has* changed!

Look up *Blue's* *KGO* in your latest Hooper!

*It's THE Bay Area Buy!*

# OWI Tells Story of Invasion To the World in 28 Tongues

## Overseas Service Jumps Into Action When Flash Is Received of Allied Landings in Europe

NEWS of the invasion was broadcast to the world in 28 languages and 11 dialects over all 28 transmitters of the OWI in the U. S., Africa and Europe within minutes after receipt of the first flash of the landings at H-Hour on D-Day, June 6.

At 3:34 a. m., two minutes after the official Allied announcement of the invasion, the internal teletype system linking all radio and cable desks of the Overseas Branch in New York sent a bulletin reading: "First Allied landings in Western Europe have started".

### Flashed to the World

At 3:37 a. m., five minutes after receipt of the news, the OWI shortwave transmitters in New York sent out the first flash—in French. At 3:42 a. m. the flash was cabled to Chungking, Algiers and Naples for rebroadcast and two minutes later the text of the first communique was sent to Bombay, Stockholm, Beirut, Istanbul, Moscow, Cairo and Naples. Five minutes later it was broadcast in Italian and one minute later direct contact was made with London.

OWI transmitter in London carried brief announcements of the landings which were followed by Gen. Dwight Eisenhower's order of the day and messages for the leaders of governments in exile. Due to considerable atmospheric interference, London pick-ups had to be dropped and the OWI returned to regular programs originating from the studios in New York.

OWI's regular schedule of broadcasts continued throughout the day with English every hour on the hour, German 15 minutes after the hour, French on the half-hour and Italian at 45 minutes after the hour. News on the progress of the war was also flashed in Norwegian, Danish and Flemish.

Broadcasts directed to German troops in Western Europe were discontinued on the theory that the German soldiers were too busy to listen to them. Time was devoted to German language programs with specific items in Hungarian, Czech, Polish and Rumanian.

The special events division of the radio program bureau cut platters of leading commentators of the four networks. These were later beamed by the OWI transmitters to Europe and were designed to give confidence to Europe's underground and to assure them that Allied victory was inevitable.

OWI broadcasts operated on a 24-hour basis via 21 transmitters. At the invasion hour, Allied radio stations, including those in the United States, England, North Africa and Italy, were coordinated for a propaganda campaign directed at Germany and occupied countries.

### Into 28 Languages

Both Gen. Eisenhower's communiques and President Roosevelt's Monday evening speech and Tuesday night prayer were translated into 26 languages and beamed to all parts of the world. Prominent men and women throughout the country who cooperated with the OWI in making reports to Europe included Stanislaw Mikolajczyk, prime minister of Poland; Wendell Willkie; A. A. Van Rhyn, chairman of the Netherlands Finance Control Board; and Sigrid Undset, Norwegian author.

On June 7 there were pickups from Rio de Janeiro giving the reaction of Portuguese and Brazilians to the invasion. The Canadian Wartime Information Bureau cooperated with the OWI by sending a record of an exclusive talk by the Prime Minister of Canada, McKenzie King, who voiced the invasion reaction of Canada. These talks were also beamed to Europe.

In an effort to determine the reaction and feelings of the American people toward the invasion and invasion news, the OWI special events bureaus on June 6 sent wires to approximately 150 English and foreign language stations throughout the country requesting them to cut transcriptions of prominent citizens speaking in behalf of the community. Within 24 hours after the wires had been sent out, 85% of the stations had responded that they would cooperate and some already had started discs on the way to New York. As soon as these records were cleared by OWI, they were beamed to occupied countries in Europe.

The special events division which formerly worked on a 14-hour day is now operating on a 24-hour basis, sending out some 1,800 radio programs weekly. The majority of these broadcasts are quarter-hour programs broadcast in 26 languages plus dialects.

Stanley H. Silverman, chief of the special events division in New York, expressed enthusiastic approval of the cooperation of the radio industry in handling invasion stories for overseas transmission.

**COMMUNIQUE No. 1** was read to the world at 3:32 a.m. invasion morning by Col. R. Ernest Dupuy, PRO of SHEAF, announcing in the name of Gen. Eisenhower the landing of Allied troops on the coast of France. Col. Dupuy was formerly Chief of the News Division, Bureau of Public Relations of the War Dept. His voice is well known to listeners for his official review of the week on the program, *Army Hour.*

---

## Stokowski Not Renewed

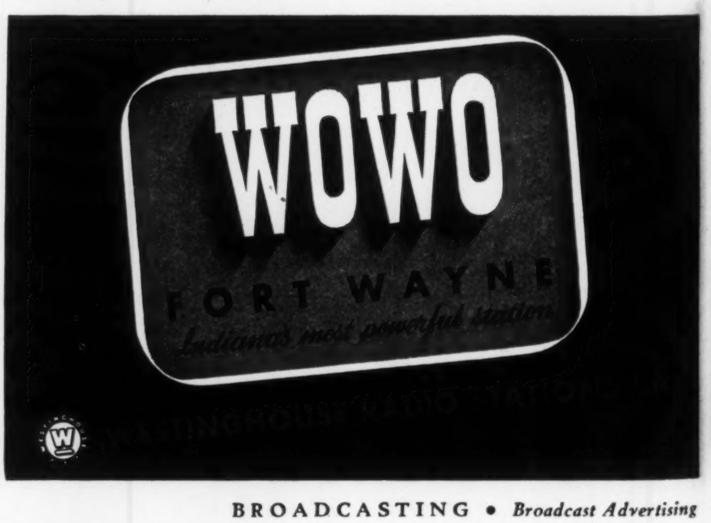
NBC last week confirmed the report that Leopold Stokowski's contract with General Motors as co-conductor of the NBC Symphony Orchestra, had not been renewed. For two years, Mr. Stokowski has shared the podium with Arturo Toscanini, each leading the orchestra for 12-weeks. Mr Toscanini will conduct 16 concerts next season, with guest conductors handling the balance.

24 Hours a Day!

WOL WASHINGTON

Washington's Only 24 Hour Station
1000 WATTS 1260 KC.

AFFILIATED WITH MUTUAL BROADCASTING SYSTEM



**OF ONE MIND** as the invasion breaks, Senators of both parties gather around the radio for reports on the newest landings. The Senators are (l to r): Taft (R-Ohio); David Walsh (D-Mass.), chairman of the Senate Naval Affairs Committee; Connally (D-Tex.), chairman of the Foreign Relations Committee; Vandenburg (R-Mich.); Barkley (D-Ky.), Majority Leader. They listened in Senate Radio Gallery.

## Radio Barrage Clears Way

(*Continued from page 11*)

would otherwise be required to preserve order.

The effectiveness of radio in reaching enemy, satellite and subjugated peoples has been determined through various sources. Edward W. Barrett, Executive Director of the OWI Overseas Branch, appearing recently before the House Committee on Appropriations, cited testimony from more than 150 repatriated *Gripsholm* passengers providing "concrete evidence as to the listening audience in France, Germany, Czechoslovakia, Poland and Greece."

### Repatriates Testimony

Interviews with the passengers, Mr. Barrett said, "confirm the vast accumulation of evidence from many sources as to how well the oppressed people of Europe have perfected their clandestine news-distributing organization. It shows how wide an influence a single listener may have."

Additional confirmation has come from interrogation of German prisoners. A report from Allied Force Headquarters stated: "It appears that more credence than ever is given British and American broadcasts and . . . produces greater results than ever before."

Vienna and Dusseldorf were reported by prisoners as special centers of listening to American broadcasts. An official British source cited by Mr. Barrett estimates that there are approximately 350 organized clandestine listening posts even in Poland with a round-the-clock monitoring by some 1,500 persons.

Radio, too, serves as the backbone of intensive underground activities in other media. Mr. Barrett disclosed reports by Polish patriots who escaped to London that more than 100 underground periodicals with a circulation of 350,000 to a half million copies rely almost exclusively upon Allied radio news. One of these Polish publications prints excerpts regularly from the *Voice of America*, now carried from the powerful new OWI station in England, ABSIE, and sometimes uses entire programs.

Despite the sternest measures taken by the Nazis to stop the listening and to confiscate receivers, the people of Europe are believed to possess a still sizable number of radios capable of receiving Allied news. Ingenuity has been employed to resist the German decrees.

One set will be registered and another set hidden. Old sets are turned in to the authorities and a good set retained. Outside aerials revealing shortwave sets are replaced by bed springs.

So important is radio in the Allied grand strategy that specific instructions have been sent repeatedly over the Allied radio on the construction, maintenance and repair of sets. A recent OWI broadcast in the French language suggested:

> Keep the tubes and parts of old sets. They will form a spare parts stockpile.
>
> If possible, make use of earphones. A telephone receiver may be easily adapted.
>
> If your set requires repairs, have it fixed by someone you can absolutely trust.
>
> If you are eventually compelled to turn your set over to the enemy, take off the good tubes and insert old ones in their place.
>
> Organize at once groups of collective listeners including at least one radio technician and possessing at least one set.

A British Broadcasting Co. report based on a survey of receiving sets in Europe estimates that there are approximately 28,817,000 licensed and 7,270,000 unlicensed radios operating in Germany and German-occupied Europe, of which around 50% are equipped for shortwave reception.

### Sets in Europe

The report shows that there were 15,812,000 sets licensed in Germany and Austria in 1942, of which 33% were shortwave. In France, 5,322,000 sets were licensed in 1943 and unlicensed sets are estimated at between 500,000 and 2,000,000.

In Holland, out of 1,473,000 licensed sets in 1942, the bulk of which were shortwave, it is estimated that approximately 100,000 have escaped confiscation. In Norway, which had 429,000 sets licensed in 1940 and only 8,500 in 1943, it is believed that well over 10% escaped confiscation. It is reported that only 200,000 sets were delivered over to the Germans.

With this nucleus of communication, and with Allied broadcasting facilities being geared to reach an increasing number of European listeners, radio's role in the invasion will assume greater and greater proportions. And when Germany is occupied it will play an even larger role in eradicating the poison from German minds and bringing peace once more to Europe.

A 50,000 watt audience *at a* 250 watt rate

C. E. HOOPER
*October 1943 thru February 1944*

| | | | | |
|---|---|---|---|---|
| MORNING INDEX<br>MON. THRU FRI.<br>8:00 - 12:00 A.M. | A | WGRC | B | C |
| | 13.0 | 26.5 | 34.3 | 25.4 |
| AFTERNOON INDEX<br>MON. THRU FRI.<br>12:00 - 6:00 P.M. | A | WGRC | B | C |
| | 29.4 | 32.1 | 21.4 | 15.5 |
| SUN. THRU SAT.<br>EVENING INDEX<br>6:00 - 10:00 P.M. | A | WGRC | B | C |
| | 41.7 | 12.6 | 35.5 | 8.7 |

A 5-MONTH RECORD TO BE PROUD OF!

WGRC
*Mutual*

LOUISVILLE'S TRADING AREA
= 47% OF KENTUCKY'S POPULATION
= 57% OF ITS BUYING POWER

Burn-Smith • *National Representatives*

*First*
PAST
21 years of continuous leadership. Programs, public service, alertness . . . and of course . . . advertiser's preference.

*First*
PRESENT
All surveys agree WRC leads morning, afternoon and night.

*First*
FUTURE
Washington will have the first NBC television station to be constructed after the war.

But This is the Usual Story for WRC
We've Been FIRST Continuously Since 1923

WRC
NBC
Washington

*Coast to Coast*

Lehigh vertical radiators are standard equipment for stations who demand the finest towers reliably engineered.

Lehigh is now producing for Victory. After Victory, for FM, AM and Television. . . .

**BUY LEHIGH**

•

**Radio Division**

**LEHIGH**

**STRUCTURAL STEEL COMPANY**

17 BATTERY PL., NEW YORK 4, N. Y.
Plant at Allentown, Penn.
Offices in Principal Cities

REACH THE WOMEN OF THE OHIO VALLEY WITH....
Olive Kackley
50,000 WATTS
C B S
WCKY
THE L.B. Wilson STATION

**WFBG**

**ALTOONA, PA.**

*Complete Coverage*

NBC affiliate and
BLUE Network

*19 years in the public service*

HEADLEY-REED CO.
National Representatives

### Heard Hubby

LISTENING for the latest war bulletins on D-Day via WBBM-CBS Chicago, Mrs. Alex Hahn in Chicago, heard a record made by Charles Collingwood, CBS correspondent, on an LST boat bound for France in which he interviewed one Sgt. Alex Hahn, her husband.

## Film Recordings

*(Continued from page 11)*

[BROADCASTING, March 20].

Under the agreement, a team of one engineer and announcer from each network represent the combined interests of all networks. All recordings and dispatches are pooled. The first recording made on land, the first eyewitness account of a returned accredited Navy correspondent, and the first dispatch filed by a Navy correspondent are being made available to the networks simultaneously and relayed from London.

This arrangement will remain in effect until the Navy announces operations have ended, or until three of the four networks agree to terminate the pool. It is the Navy's intention to extend this method of war coverage to the Pacific.

### Network Representatives

Coordinating the technical operations in London for the sound recordings is Lt. Marvin F. Royston, former Blue and NBC engineer, who went with the Radio Section, Navy Public Relations Office in April, 1943. Lt. James C. Shattuck, previously with CBS, is the assistant public relations officer for radio, also stationed in London.

NBC is represented in the Navy pool by David Anderson, announcer, with George Wheeler as alternate, Frederick D. Frutchy as engineer. For CBS, Charles Collingwood and Charles Shaw are announcers, and Fred E. Rider is the engineer. Mutual has Larry Meier, announcer and Edmund E. Franke, engineer. Robert S. Massell is the engineer for Blue, with George Hicks the announcer.

Early in 1943, Lt. Comdr. Charles E. Dillon and Lt. Marvin F. Royston of the Navy's Radio Section, Office of Public Relations made extensive experiments with disc, wire and film recorders aboard flattops involved in offensive operations against U-Boats in the Atlantic [BROADCASTING, Feb. 14]. The film recorder was found to be most satisfactory for shipboard use under combat conditions.

### Time Hiatus

TIME, Inc., which had been postponing the date for a summer hiatus for *March of Time*, pending the start of the invasion, has now decided to go off the air for four weeks June 29. Agency is Young & Rubicam, New York.

## NETS BROADCAST FROM PENTAGON

### NBC Leads D-Day Coverage at 4:43 a.m. from Special War Dept. Studios

D-DAY broadcasts originating from the Pentagon went on the air at 4:43 a.m., with NBC leading the three networks stationed there. Blue and CBS followed in that order with color background and military interpretation secured from high ranking Army officers now at the Pentagon.

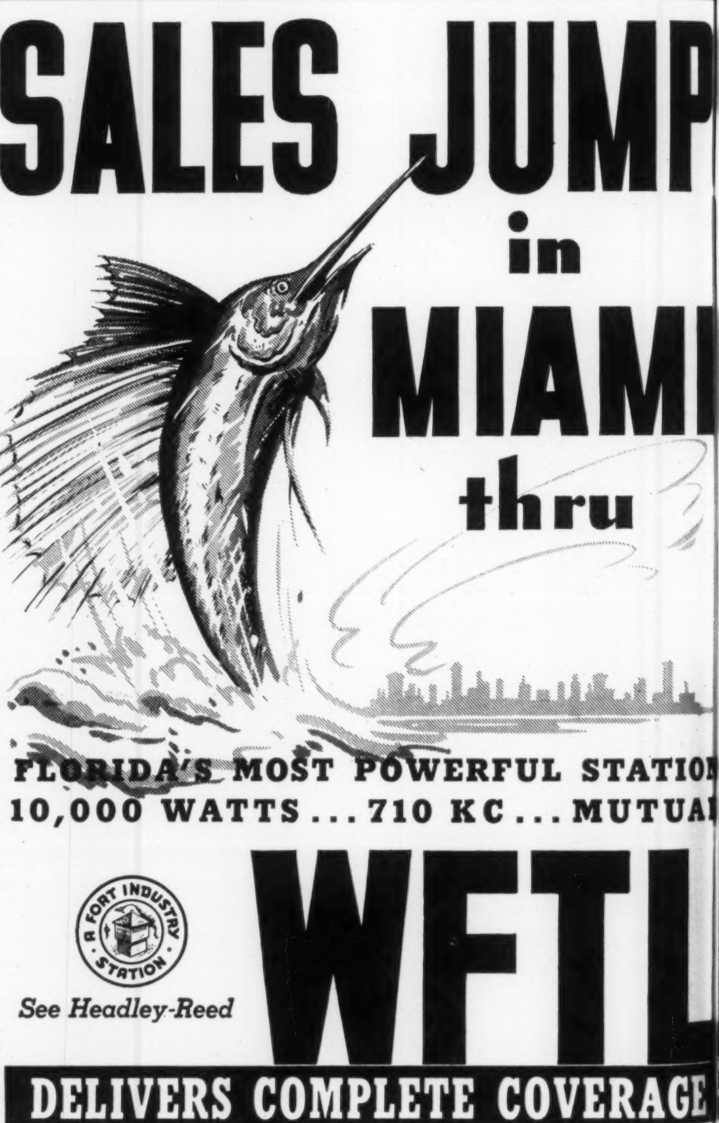
At 1:48 p.m. NBC presented an interview with Col. Robert O. Montgomery of the Field Artillery, now stationed at Fort Bragg, N. C. and Lt. Col. John R. Ullmer, Infantry officer attached to Headquarters, Washington. Col. Ullmer is assistant editor of the *Infantry Journal*. Interviewed by Holly Wright, NBC announcer, they told of the training and condition of the troops for the invasion, as they had seen them on a recent tour of England as observers with the Army Ground Forces.

Handling the CBS commentaries from the Pentagon was Joe McCaffrey, former sports and newscaster of WGNY Newburg, N. Y., who joined the CBS Washington staff after receiving his medical discharge from the Army two weeks ago. He was a PRO 1st lieutenant. Columbia engineers at the Pentagon were Howard Hayes and John Chucas.

Ray Henle went on for Blue with his views of the invasion at 5 a.m., in a program announced by Kenneth Evans. James M. Weaver was at the controls.

On duty from the initial broadcast from the studios at 4:43 a.m., was Holly Wright, NBC announcer, Leonard Schleider, writer, as well as Gordon Henry and Al Powley, both engineers.

Early this spring the War Dept. installed the Pentagon studios equipped to carry broadcasts over four networks simultaneously. The broadcasting studio is surrounded by four control rooms.



SALES JUMP
in
MIAM
thru
FLORIDA'S MOST POWERFUL STATIO
10,000 WATTS ... 710 KC ... MUTUA
A FORT INDUSTRY STATION
See Headley-Reed
WFTL
DELIVERS COMPLETE COVERAGE

# Individual Stations Report D-Day

## Complete Coverage Was Keynote of No. 1 Assignment

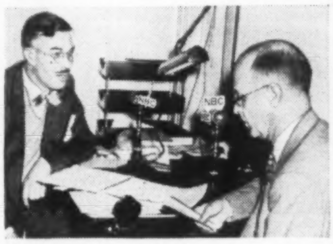
STATIONS large and small throughout the country disrupted their regular schedules and turned virtual handsprings to give invasion news precedence over everything else, once it was learned D-Day was actually on. Following is a roundup of how individual stations handled problems posed by the breaking of the greatest story since the war, based on reports received as BROADCASTING went to press:

Most WLW Cincinnati executives and commentators were winding up a farewell party for M. F. (Chick) Allison, promotion director who is going into the Navy, when the first German announcement was flashed early in the morning of June 6. Though the party was being held several miles from the WLW newsroom, the entire staff rushed across town to Crosley Square, was on the job within 15 minutes after the first flash.

### Blue Busy in Capital

Within minutes after DNB broadcast a bulletin on the Allied landings the Blue Network Washington staff swung into action. William Neel, newsroom chief of WMAL, Blue affiliate, was rounding the Lincoln Memorial on his way home from his office when he heard the bulletin. He returned to the station.

By pre-arrangement the program production and operations, news and special features personnel were notified to stand by. At 1:15 a.m. all hands were called to work, save those scheduled to take over to relieve the original crew. In the WMAL-Blue newsroom were, besides Mr. Neel, Peter Cousins, Peggy Eck and Cliff Allen. Jack Edmunds, program director, headed the program production and operations staff, on which Gordon Hubbel and Link Diamant served. Bryson Rash, director of special features, was liaison with New York Blue headquarters and coordinated various activities in Washington.



CAPITOL HILL'S reaction to D-Day was broadcast from the Senate Radio Gallery by Morgan Beatty (left) and Senator Lister Hill, of Alabama, Democratic whip.

Assigned to the War Dept. Pentagon were Commentator Ray Henle, Announcer Ken Evans and an engineer. At the studios were David Wills, Baukhage and Martin Agronsky, commentators. Earl Godwin was told to "catch some sleep" and take over at dawn.

WRC, Washington key, supplied NBC with comment and stories from the Nation's Capital, originating a 4:43 a.m. broadcast from the Pentagon. Directing operations from Washington were Bill McAndrew, director of news and special events, and Carleton D. Smith, general manager of NBC Washington.

Richard Harkness, Morgan Beatty and Holly Wright handled the commentary with Nancy Osgood originating a special interview with the wives of allied commanders (see photo).

From the Senate Radio Gallery interviews were carried with Senators Hill, Barkley, Clark and White. Throughout the day all commercials were withheld.

Months of preparation for the greatest of all stories culminated for WSB Atlanta when at 3:29 a.m. NBC flashed that an official announcement would come from London at 3:32. WSB had maintained an engineer on all night duty for nearly eight months, so the station was ready when the news broke. The engineer summoned Add Penfield, WSB night news editor, who was studying for his Army placement tests at the time. Mr. Penfield is scheduled for induction the latter part of June. By 6 a.m. WSB had cut a transcription of Gen. Eisenhower's statement, which was rebroadcast along with the rebroadcast of Wright Bryan's eyewitness story of the invasion.

First station to feed an invasion program to the Blue network was WJW Cleveland. From Chagrin Falls, O., a small midwestern community, direct wire brought a church broadcast of prayers for success and protection for the fighting men. Program was prepared in advance and the entire town participated in the broadcast.

In Pittsburgh, WCAE had special invasion car cards in buses and trolleys by Tuesday evening, announcing the station's invasion news service. WCAE publicity director, Mitchell de Groot, had arranged for advance printing of the cards a month ago through W. Earl Bothwell, adv. agency, and had a release granted by 3:45 a.m. Tuesday for posting the cards.

Alert coverage of D-Day by KLZ Denver reminded Denverites of the invasion even if not tuned to their radios during the early morning hours. Car cards were placed in Denver street cars during the night and phone calls went out to leading civic and business leaders. Also mailed to more than 500 Denver business men were up to date invasion maps, compliments of KLZ.

In Chicago WGN arranged a feature broadcast by Mayor Kelly who recommended a day of prayer. WMAQ interviewed the "man on

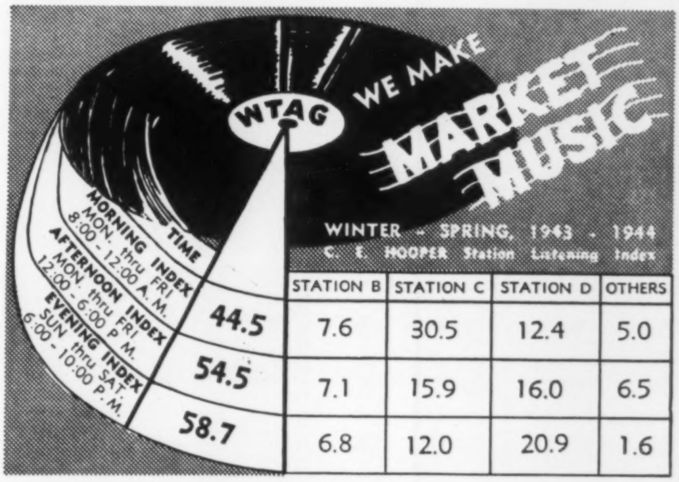
*Hon. Jack North*
*Aubrey, Moore & Wallace*
*Chicago, Ill.*

*Dear Jack:*

*Now I know why we have the Branham Company as our national representatives. It's for days such as this one, when the sun's a shining and the streams are running fresh and clear. Who wants to talk about radio stations, even WCHS, when the fish are biting and my bait and pole are ready and waiting for me. I'm practically on my way, though I'll take time to say that anything I might have written you about WCHS, and what a fine station it is, you can learn from any Branham man. I'm sure he'll be more than happy to give you the WCHS story.*

*Regards*
*Yours*
*Algy*

**WCHS**
**Charleston, W. Va.**



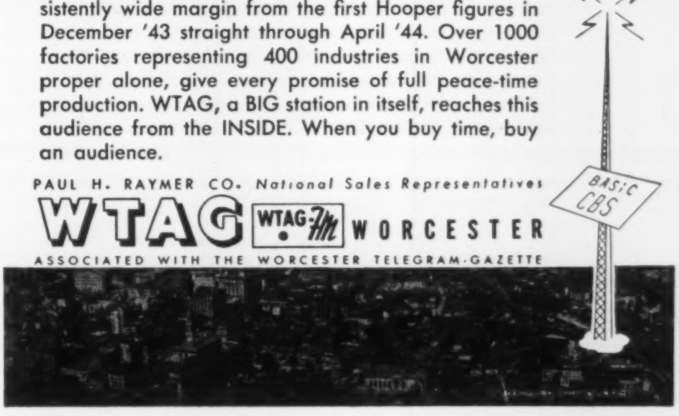
| TIME | | STATION B | STATION C | STATION D | OTHERS |
|---|---|---|---|---|---|
| MORNING INDEX MON. thru FRI 8:00 - 12:00 A. M. | 44.5 | 7.6 | 30.5 | 12.4 | 5.0 |
| AFTERNOON INDEX MON. thru FRI 12:00 - 6:00 P. M. | 54.5 | 7.1 | 15.9 | 16.0 | 6.5 |
| EVENING INDEX SUN thru SAT. 6:00 - 10:00 P. M. | 58.7 | 6.8 | 12.0 | 20.9 | 1.6 |

Winter-Spring 1943-44 Hooper Indexes create "market music" about Worcester which is hard to get out of your mind. WTAG remains the dominant radio station in this BIG industrial market by a consistently wide margin from the first Hooper figures in December '43 straight through April '44. Over 1000 factories representing 400 industries in Worcester proper alone, give every promise of full peace-time production. WTAG, a BIG station in itself, reaches this audience from the INSIDE. When you buy time, buy an audience.

PAUL H. RAYMER CO. *National Sales Representatives*

**WTAG** WTAG-FM **WORCESTER**

ASSOCIATED WITH THE WORCESTER TELEGRAM-GAZETTE



**First in Prestige!**
**First in Audience!**
**First for Advertisers!**

**KOIN**

**PORTLAND, OREGON**
**CBS Affiliate**

FREE & PETERS • National Representatives

Every national advertiser
wanting results in the
MARITIME PROVINCES
OF CANADA
should make sure that his
schedule includes

**CHNS**
*Halifax, Nova Scotia*

JOE WEED & CO.
350 Madison Avenue, New York
*Representatives*

**KGW**
PORTLAND, OREGON
"KEY TO THE GREAT WEST"
5,000 Watts
620 Kilocycles
NBC RED NETWORK
Represented Nationally by
EDWARD PETRY & CO., Inc.

**RADIO AND ELECTRONIC ENGINEERS**

Project and design engineers experienced in the field of communications equipment and radar.

*Also*

Openings for junior engineers to serve as assistants to Senior project men.

Positions available for engineering inspectors, draftsmen, and tracing checkers.

*Apply*

**HUDSON AMERICAN CORP.**
25 West 43rd Street
New York, New York

the street" for his reaction to the invasion. WENR stayed on the air til 3:08 a.m. when WLS went on. WBBM announced the invasion news from a loudspeaker installed in front of the Wrigley Bldg. and posted releases in its outdoor news studio.

Information system of WDRC Hartford, Conn., began operation at 3:15 a.m. on the morning of the invasion. Prearranged calls to Governor Baldwin and Mayor Mortensen as well as other civic and public officials, were made by WDRC secretaries.

WTAG Worcester, Mass., carried an all-night broadcast with seven hours of solid news and background after the flash. War Bond announcements were substituted for all commercials. Entire days operation was recorded by the station and rebroadcast at a later hour. BBC was monitored constantly and shortwave programs were carried via a new antenna erected for that purpose.

### New York Programs

New York's independent stations, a number caught by the invasion news just before or after sign-off time, converted in the early morning hours to high-speed news transmission, with a tendency to retain a minimum or in some cases a maximum of their straight entertainment for the benefit of a highly keyed up listening audience.

There was little or no evidence of a defeatist attitude, expressed previously by some, that listeners would inevitably tune to the networks, with their vast overseas news facilities. The locals made every effort to give their listeners the equivalent of direct overseas coverage. Leaning heavily on BBC's North American service, on material supplied by listening posts and radio news desks of affiliated newspapers, on recently acquired commentators with a background in foreign affairs, for special feature talks and interviews.

Stations differed in their handling of commercials, either knocking out all reference to sponsors, retaining commercials or omitting them completely as suited the occasion. A number adopted policy of introducing the program with a "courtesy" announcement, giving the advertiser's name, but omitting all production promotion copy. All WQXR accounts, for example, waived selling copy to make way for special credited messages, tying in the invasion with the need for War Bonds, or blood donations. Commercials did not revert to normal until 11 a.m. the following day, while four advertisers volunteered to continue the "courtesies" for another full day.

WNEW reports that it omitted all mention of sponsors for 17 solid hours. WHN reported about 90 percent of the commercial time for D-Day cancelled. WINS "minimized' up until noon, thereafter omitting all mention of sponsors. WOV minimized or eliminated ads. On the whole, sponsors appeared willing to accept "make-good" at later date, or to ignore completely the lost time, dispensing with the rebate. About 90 percent of WMCA's accounts were not taking rebates and were accepting make-ups.

The handling of music received special attention from local stations where it is a basic commodity. Stations with length shows of recorded popular music, such as Martin Block's *Make Believe Ballroom*, carried on with subdued music, avoiding swing tunes. Ready for WNEW staff members when the news broke, was an "Invasion Kit" containing musical selections of a military or liturgical character for broadcast between news periods. WINS, broadcasting news 75 percent of the time, music for the balance, operated under a "no-jive-no-jazz" policy.

**ROUSED FROM SLEEP** these members of WLW Cincinnati gathered in the station's newsroom to help handle invasion news. Checking news wire in left foreground are Commentator Arthur Reilly and Nancy Lazarus, newswriter; others are (l to r): William Dowdell, editor-in-chief; Howard Chamberlain, program director (background); Milton Chase, night editor; Chester Herman, assistant program director; B. S. Bercovici, commentator. All facilities were devoted to invasion.

### Personal Ideas

Some listeners seemed to expect stations to carry out personal ideas for D-Day celebration. They telephoned in with suggestions for special programming, such as prayer sessions by radio, or announcements that flags be hung out through the city. In some instances those without radios called to find out the latest news. Many stations offered religious comfort—WPAT Paterson, for example ran a series of spot announcements during the day calling listeners to a special inter-faith prayer session on the air. WHN broadcast the Lord's Prayer at 12 hour intervals, alternating every six hours with the National Anthem.

While keeping its listeners abreast of developments throughout the day, WOV made a special effort to maintain normal operations, in line with a memorandum from George P. Ludlam, OWI domestic radio bureau chief, calling attention to an announcement by Elmer Davis, OWI head that "the greatest service that all media can do for the American public is to retain as much operating normalcy as possible." This policy was announced frequently by WOV during the first day.

Messages from General Dwight D. Eisenhower, from King George VI, President Roosevelt, and other leaders addressing the world at large, were carried "live" in most instances on all stations, or rebroadcast from recordings. Individual highlight features included a talk by Louis Dolivet, French underground leader now in this country, on WMCA and pickups on WNEW from a monitoring room in the overseas branch of the Office of War Information, showing how the news was going out to the rest of the world.

KSTP St. Paul announced it would provide continuous service as long as the invasion news warrants. All commercials were removed from the schedule on D-Day.

Builders of the landing craft which carried the invasion forces into France were interviewed directly from the shipyards by WBZ-WBZA Boston-Springfield. Special prayers were aired throughout the day by the Westinghouse stations.

Telephone reports of the invasion were made to over 500 families in Ohio, Indiana and Kentucky by WCKY Cincinnati. Five RKO theatres received WCKY invasion bulletins by direct wire.

News bulletins, mimeographed and circulated to leading clubs and luncheon meetings, assisted WGAR Cleveland in its invasion coverage. The entrance to the Statler Hotel in Cleveland mounted a loud speaker to carry the WGAR invasion news to the people on the street. Most commercial programs were cancelled for the day.

WINX Washington picked up NBC London broadcast of Allied confirmation of invasion operations at 3:31 a.m., ad libbing the flash and beating the news wire services, according to station. First Washington news analysis by WINX, piped to WMCA New York was aired at 4:03 a.m. by Dr. Frank kingdon, WMCA commentator in Washington to cover the sedition trial. During the day WINX also featured exclusive interviews with various Washington leaders.

WTOP Washington provided invasion coverage to the House of Representatives by direct wire to the House radio gallery. Lt. Col. Victor Morrison of the French Military Mission spoke to a CBS audience on the invasion. He is an authority on the invasion area.

**WWL**
NEW ORLEANS
**50,000 WATTS**
**The Greatest Selling POWER in the South's Greatest City**
**CBS Affiliate**
Nat'l Rep. - The Katz Agency Inc.

# FCC Press Monitoring Service Planned, House Probe Hears

THAT the FCC, in collaboration with the OWI, planned nearly two years ago to create a press monitoring service that might supplant those maintained by newspapers was inferred last Thursday at hearings before the House Select Committee to Investigate the FCC as Harry S. Barger, Committee chief investigator and assistant general counsel, read excerpts from the minutes of a Commission meeting Sept. 22, 1942.

During examination of Dr. Robert D. Leigh, chief of the Foreign Broadcast Intelligence Service, Mr. Barger read a portion of the minutes devoted to FBIS budget estimates in which Dr. Leigh explained a proposed setup to the Commissioners. The FBIS chief was quoted as saying "it is necessary to do this work (monitoring) primarily for the OWI." Under questioning by Commissioner T.A.M. Craven Dr. Leigh said, the minutes showed that considerable news in the newspapers about enemy broadcasts was supplied by the OWI from information gathered by the FBIS.

### Resume This Week

Dr. Leigh told the Commission, according to the minutes, that the OWI was depending solely on FBIS for service, and added: "OWI is proposing to send this service to New York after it has gone through an editing process. They are looking toward a press service to the American news service. It might lead to the newspapers adopting it as their press service rather than utilize their own."

Resumption of hearings tentatively was set by Chairman Lea (D-Cal.) for Monday (June 12). Also attending last week's sessions was Rep. Hart (D-N.J.).

Mr. Barger cited Title 18, Sec. 201, U. S. Code, which prohibits Government officials or employes from soliciting aid in connection with appropriations, then asked Dr. Leigh if he had sought for the Senate Appropriations subcommittee, headed by Sen. McKellar (D-Tenn.) letters from the other agencies commending the FBIS services. Dr. Leigh said he had "telephoned two or three" after Sen. McKellar had told him that obtaining such letters was "a job for us and not the Committee". He denied that he had violated the law, explaining he understood that Sen. McKellar's suggestion was "authority".

*"Oh, dear! No wonder WFDF Flint says we're getting short of manpower!"*

### Enumerates Changes

Dr. Leigh, returning to the stand Tuesday afternoon, enumerated four specific charges leveled against the FBIS before the Committee as follows: (1) Inadequate legal or administrative authority; (2) improper financial practice; (3) improper personnel management, (4) uselessness as a whole or in part. To each of the first three charges he submitted prepared statements refuting the various allegations, point by point.

To the fourth charge that the FBIS work is useless Dr. Leigh, speaking from notes, declared that for "11 months I have been waiting for subscribers to substantiate these almost murderous charges." He admitted the FBIS was not a "perfect service" and that very few Government agencies wanted all four of its products. He confessed, also, that no doubt some of the FBIS copies went in wastebaskets.

### Leigh Sees No Bias

Referring to cross-examination of FBIS witnesses tending to bring out that the analyses are biased, Dr. Leigh said "theoretically there might be a bias. The question is whether our product shows such a bias. Nothing has been produced to prove it."

"Now I come to my painful last statement," said the FBIS chief. "The wastebasket myth did its work before we could put our side into the record. It seemed to us necessary to put the FBIS story into the record before Congress passed our appropriation bill." As a result of a reduction of more than $2,000,000 in the FCC 1945 fiscal year budget [BROADCASTING, June 5], Dr. Leigh said the Kingsville, Tex., monitoring station had been "completely abolished".

He told the Committee Washington services have been greatly curtailed. The wire services will remain intact, but the *Daily Report* has been "reduced in scope." The *Bi-Weekly Review* remains but the *Weekly Review*, which he termed "one of our earliest and most famous documents" has been eliminated. So have the Eastern, Western, and Southern European Analyses.

### Personnel Cut

The appropriations cut means that the processing and duplicating division, which operated on 24-hour basis, now functions 12 hours daily with half the previous staff, he added. When changes are fully carried out under the mandate from Congress, personnel will be reduced by 120, he said.

Under cross-examinaion Wednesday Dr. Leigh said that while the wartime functions of the FBIS, which he described as a war service, would cease with the end of hostilities, he was of the opinion that the Government should continue a monitoring service of foreign brodacasts for the State Dept. after the war. He testified that FBIS personnel is "the best qualified in the country" for the work done by his department.

The FBIS chief disclosed that the Analysis Division (which had been under attack from the Committee and was the subject of controversy in appropriations hearings) was abolished April 15. He also disclosed that Jacques Downs, former librarian who appeared before the Committee last fall, had "left the FCC" last spring. He denied that Mr. Downs' testimony before the Committee had anything to do with his leaving, but Dr. Leigh added that Mr. Downs had been refused a promotion.

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## Bachrach Expands

BACHRACH, portrait photographer, has added radio to the various mediums used in the advertising of photography. A 15-minute broadcast titled *Ask Washington*, on WCAU Philadelphia will supplement the newspaper and magazine work being done by the studio chain. Results of a participating program on WEAF New York proved very satisfactory, it was stated. Other stations will be added to present radio plans. Agency is Needham & Grohmann, New York.

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Represented by John BLAIR & CO.

# Actions of the FEDERAL COMMUNICATIONS COMMISSION

JUNE 3 TO JUNE 9 INCLUSIVE

## Decisions . . .

JUNE 6

**KID Idaho Falls, Ida.**—Granted voluntary transfer control from J. W. Duckworth to W. Bauchman, H. F. Lamb and L. A. Herdti, by transfer of 250 sh (100%) capital stock for $100,001.

**KLCN Blytheville, Ark.**—Granted voluntary assignment license from Fred O. Grimwood to Harold L. Sudbury, for $15,865.12.

**KFAB Lincoln, Neb.**—Granted CP change 780 kc to 1110 kc, hours of operation from simul. D, S-N WBBM, to unlimited, and install DA-N, subject to Jan. 26 FCC policy and conditions.

**WJAG Norfolk, Neb.**—Granted CP change 1090 kc to 780 kc.

**WBBM Chicago**—Granted mod. license change operation from simul. D, S-N KFAB, to unlimited on 780 kc.

**Evangelistic Mission, Adrian, Mich.**—Granted extension authority transmit programs from Pontiac, Mich. to CKLW Windsor, Ont.

**KFVD Los Angeles, KPAS Pasadena, Cal.**—Denied petition for postponement effective date of multiple ownership rule 3.35 and designated for hearing license renewal applications.

**KXL Portland, Ore.**—Denied special service authorization operate LS to 11:30 p.m. for period ending Oct. 1, 1944, in order to broadcast baseball games.

**WBT Charlotte, N. C.**—Designated for hearing application for assignment of license to KFAB Broadcasting Co.

**KFAB Lincoln, Neb.**—Designated for hearing application for voluntary relinquishment of control by Sidles Co. through distribution of capital stock.

**WHFC Chicago**—Granted 30 day extension time to comply with procedural conditions attached to grant of CP for new FM station.

JUNE 7

**KSFO San Francisco**—Placed in pending file application for new commercial television station.

**WPDQ Jacksonville, Fla.**—Same.

**WWL New Orleans**—Same.

**WXYZ Detroit**—Same.

**WOW Omaha**—Same.

**Beer and Koehl, Ashland, Ohio**—Placed in pending file application for new FM station.

**Blue Network Co., Chicago**—Same.

**Crosley Corp., Cincinnati**—Same.

**Fred Jones Broadcasting Co., Tulsa, Okla.**—Same.

**WINS New York**—Same.

**WAKR Akron, Ohio**—Same.

**WOC Davenport, Ia.**—Same.

**WHKC Columbus, Ohio**—Same.

**WJOB Hammond, Ind.**—Same.

**WTAR Norfolk, Va.**—Same.

## Applications . . .

JUNE 3

**WNAC Boston**—License to cover CP move auxiliary transmitter.

**WEBR Buffalo, N. Y.**—CP new commercial television station, Channel 1.

**WTHT Hartford, Conn.**—CP new FM station, 43,700 kc, 21,900 sq. mi., $192,000 estimated cost.

**Metropolitan Television Inc., New York**—Mod. CP authorizing new experimental television station for extension completion date from 6-30-44 to 12-31-44.

**Centennial Broadcasting Co., Portland, Me.**—CP new standard station, 1450 kc, 250 w, unlimited.

**WQAN Scranton, Pa.**—Mod. license to change name of licensee from The Scranton Times (co-partnership), E. J. Lynett, Wm. R. Lynett, Elizabeth R. Lynett and Edward J. Lynett Jr. to The Scranton Times (co-partnership), Wm. R. Lynett, Elizabeth R. Lynett, Edward J. Lynett Jr.

**WING Dayton, Ohio**—CP make changes in DA and move transmitter.

**WROX Clarksdale, Miss.**—License to cover CP authorizing new standard station.

**A. C. Neff, Savannah, Ga.**—CP new standard station, 1400 kc, 250 w, unlimited.

**WKY Oklahoma City**—Mod. CP authorizing installation of DA, move transmitter and increase power, for extension completion date from 7-20-44 to 1-20-45.

**KMBC Kansas City**—CP change frequency from 980 kc to 540 kc, increase 5 kw to 50 kw, install new transmitter and vertical antenna and change transmitter location.

**WSPA Spartanburg, S. C.**—Voluntary assignment of license from Spartanburg Advertising Co. to Piedmont Radio Inc. (Dismissed at request of applicant.)

## Tentative Calendar . . .

**WNBZ Saranac Lake, N. Y.**—License renewal (June 12).

**KSJB Jamestown, N. D.**—Modification of license for 600 kc, 250 w, unlimited. Participant—WMT Cedar Rapids, Ia. (June 14)

**KOMA Oklahoma City, KGGF Coffeyville, Kan.**—Consolidated hearing for license renewals, KOMA CP for facilities of KGGF and KGGF CP for 1 kw unlimited on 690 kc with DA-DN. Participant—KFEQ St. Louis. (June 14).

**WSAR Fall River, Mass.**—Assignment of license from Doughty & Welch Electric Co. to Fall River Broadcasting Co. (June 14).

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**WORD Spartanburg, S. C.**—Voluntary assignment of license from Spartanburg Advertising Co. to Palmetto State Broadcasting Co. (Dismissed at request of applicant.)

JUNE 7

**WHOM New York**—Transfer control from Paul F. Harron, Joseph Lang, Margaret Harron and Helen R. Lang to Iowa Broadcasting Co. CP new FM station, 49,100 kc, 6,200 sq. mi., amended to change type of transmitter.

**WCAO Baltimore**—CP move formerly licensed 1 kw transmitter to be used as 1 kw auxiliary without DA.

**WJAR Providence, R. I.**—CP new FM station, 48,500 kc, 7,520 sq. mi., amended to change coverage to 6,412 sq. mi., type of transmitter and transmitter site.

**The Jam Handy Organization Inc., Detroit**—CP new commercial television station, Channel 1.

**WFIL Philadelphia**—CP new commercial television station, Channel 7.

**WRAK Williamsport, Pa.**—CP new FM station, 47,700 kc, 11,675 sq. mi., $35,060 estimated cost.

**WJR Detroit**—CP new commercial television station, Channel 6.

**WLS Chicago**—CP new FM station, 44,700 kc, 10,624 sq. mi., $130,600 estimated cost.

**WJBC Bloomington, Ill.**—CP new FM station, 45,300 kc, 6,660 sq. mi., $14,800 estimated cost.

**WDUL Superior, Wis.**—License to cover CP authorizing new FM station.

**KLZ Denver**—CP change W9XLA from experimental high frequency station to a temporary class 2 experimental station, change frequency from 25,400 kc to 43,500 kc or any frequency selected by the Commission, change power from 100 w to 1 kw, install new transmitter and change emission from A3 to special.

**Associated Broadcasting Corp., Grand Rapids, Mich.**—Authority transmit programs from Grand Rapids to CKLW Windsor, Ont. (Incomplete).

**WTAG Worcester, Mass.**—CP new FM station, 45,300 kc, 7,000 sq. mi.

**WGAR Cleveland**—License to cover CP authorizing change 1480 kc to 1220 kc, increase power, make changes in DA and move transmitter.

**Augusta Broadcasting Co., Charleston, S. C.**—CP new standard station, 1450 kc, 250 w, unlimited.

**Idaho Broadcasting Co., Boise, Ida.**—CP new standard station, 1340 kc, 250 w, unlimited.

**Bremerton Broadcasting Co., Bremerton, Wash.**—CP new standard station, 1230 kc, 250 w, unlimited.

**Board of Education of the City of Atlanta, Ga.**—CP new non-commercial educational station, amended to specify 42,-500 kc (not signed).

JUNE 9

**WGRC Louisville, Ky.**—CP new FM station, 46,300 kc, 8,665 sq. mi., $41,000 estimated cost.

**Associated Broadcasting Corp., Grand Rapids, Mich.**—Authority transmit programs from Grand Rapids to CKLN Windsor, Ont. (Resubmitted).

**WQAM Miami, Fla.**—CP new FM station, 46,500 kc, 3,630 sq. mi., $50,000 estimated cost.

**WAPI Birmingham, Ala.**—CP new FM station, 44,700 kc, 17,200 sq. mi., $78,700 estimated cost.

**KGKB Tyler, Tex.**—Acquisition control by James G. Ulmer and Mrs. Minnie B. Ulmer through transfer 12 sh common stock from J. G. Kratsinger to James G. Ulmer.

## AFM Stands Pat

(*Continued from page 56*)

vision, empowered the appointment of a committee to collaborate with the Executive Board "to study, legislate and enact all such laws and measures which they will deem beneficial to the membership of the Federation."

Television, the resolution stated, "is on the eve of being widely commercialized" and "if properly controlled should be of great benefit to the members of the AFM".

The AFM passed a resolution under which all contracts shall include a clause permitting members to engage in other employment in case a strike is called or ban imposed. All reproduction contracts include a provision terminating validity in the event a strike is called or ban imposed against the employer or person for whom music is rendered.

## BBC Provides Invasion News for Independents

NON-NETWORK stations depended largely on the BBC for eye-witness accounts of the invasion. Such material as the broadcast of Guy Byin, BBC correspondent who flew to the continent with one of the first waves of paratroopers, parachuting to earth with his walkie-talkie equipment and broadcasting a description of the scene, enabled U. S. independent stations to compete with the network outlets.

BBC service has been available to all U. S. stations since the invasion began.

About 200 stations used BBC material last week, the New York BBC office estimated, adding that many stations have their own shortwave equipment to monitor BBC transmissions and pick up whatever parts they want. Other stations have monitoring done by Press Wireless. BBC also reported the use of its programs by quite a few network affiliates as well as by the non-network stations.

## D-Day Audience Up

D-DAY audiences were more than double the normal average, CBS disclosed last Friday, releasing a C. E. Hooper Inc. survey covering a national large city sample. For 14 hours studied the audience was 82% above that of a normal day. Greatest increase, 138%, was recorded in the 4-6 p.m. period.

AP
KRLD, Dallas, Texas
. . . You have perfected AP to an all-time high in radio news services.
Clyde Rembert,
Managing Director.
available through
PRESS ASSOCIATION, INC.
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*WANTED* — WE DESIRE TO PURCHASE TOWER 150 FOOT OR HIGHER, SPEECH INPUT EQUIPMENT, AND ASSOCIATED APPARATUS SUCH AS TURNTABLES, MICROPHONES, SPEECH CONSOLE OR MAIN AMPLIFIER UNIT WITH PRE-AMPLIFIER UNITS AND ALL OTHER ITEMS NECESSARY FOR A 250 WATT STATION STUDIO SET-UP. IF YOU HAVE ALL OR ANY PART OF THIS EQUIPMENT PLEASE SEND LIST AND PRICE TO

*Box 369, BROADCASTING*

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**TALENT**

***We Supply Adv. Agencies and Stations with***

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**SCRIPT WRITERS**
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**Graduate Relations Department**

**LELAND POWERS SCHOOL**
**of the THEATRE and RADIO**
**25 Evans Way, Boston 15, Mass.**

We also offer specialized professional training. Illustrated booklet on request.

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**OPPORTUNITY**

Resident partner in well established fast growing station representative company for West Coast office. Give radio and advertising experience. Investment in company available but not essential.

**BOX 350, BROADCASTING**

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**WANTED**

Announcer, five years or more experience. Permanent position, splendid opportunity. Send audition disc, small photo and references. Excellent salary. Intermountain Broadcasting Corporation, Salt Lake City, Utah.

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***RADIO OPERATOR***
**WANTED**

Wanted: Radio Operator with some experience. 5000 Watt Basic CBS station. Hiring must conform with WPB rules. Start quickly as possible. Write or wire collect Jerry Weist, KOIL, Omaha, Nebraska.

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# Classified Advertisements

PAYABLE IN ADVANCE—Minimum $1.00. Situation Wanted 10c per word. All others, 15c per word. Bold face caps 30c per word. Ad must be all light face or all bold face caps. Count 3 words for blind box number. Deadline Monday preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

## Help Wanted

**Washington Engineering Firm** needs draftsman and a qualified radio engineer. Must be good. State starting salary desired and draft classification. Box 209, BROADCASTING.

**Salesman Wanted**—If you're looking for a good future, here's your opportunity: A Kentucky station 250 watt Mutual affiliate. Must be a hustler with a sales record back of you. References required. Box 332, BROADCASTING.

**Wanted** — Studio-transmitter engineer. 50 KW Southcentral station, $50.00 for 40 hours. Box 351, BROADCASTING.

**Continuity Writer,** Midwest network station. Give all qualifications in first letter. Box 352, BROADCASTING.

**Announcer wanted.** General staff work. Send transcription, outline experience, complete background, age, draft status and salary desired. Write KHMO, Hannibal, Mo.

**First Class Engineer** for control room work. $50 per 40-hour week. WREN, Lawrence, Kansas.

## Situations Wanted

**Production Man—**Eleven years experience, prefers New York station or agency. Excellent background, network experience, over draft age. Now program director of 5000-watt NBC station. Box 348, BROADCASTING.

**Announcer**—Experienced, 4F, good commercial, ad-lib, Funny Money—Box 365, BROADCASTING.

**Manager,** network station, age 38, university graduate, newspaper background, wants better postwar outlook. Prefer midwest. Box 366, BROADCASTING.

**Announcer—**Woman. Five years experience as announcer. Box 334, BROADCASTING.

**Engineer—**First phone. Wants permanent position on West Coast or Rocky Mountain area. Control work preferred. Offer six years' experience, reliability, references, 27, 4F, married. Box 336, BROADCASTING.

**Offering, July 1st**—Ten years' experience, including station and sales management; successful morning show; personality and punch announcing; commercially minded program direction. Seeking: Permanent connection of responsibility with good pay and advancement opportunities. 4F, 30, 3 children. Write Box 339, BROADCASTING.

**Chief Engineer:** Desire change. Interested in connection Eastern section. Will not consider union station. Ten years' experience all phases broadcasting. Special and unusual experience on transmitters and speech equipment. Station size unimportant if position offers definite possibilities advancement both in responsibility and remuneration. Box 342, BROADCASTING.

**Production specialist,** writer, director supervisor, twenty years' experience, seeks strong station or agency connection. Box 349, BROADCASTING.

**Announcer:** Experienced, desires change, prefer East. Ad-lib, control room, turntables. Honorable discharge. Box 353, BROADCASTING.

**Thoroughly capable big-time announcer** wants permanent connection metropolitan New York. Years' experience sports, news, ad-libs. Recently honorably discharged Army. Finest references. Box 354, BROADCASTING.

**Commercial or Station Managership.** 14 years in radio, all phases, by energetic, capable, personable, college graduate. Family man—draft exempt—now employed—desires change. Western or Southwestern station preferred but not essential. Details in first letter. Box 356, BROADCASTING.

**Announcer—**Desires connection with New York station or agency. Eleven years' experience includes writing, acting and newscasting. Six years as program director, network experience, over draft age. Wire today for proof. Box 364, BROADCASTING.

## Situations Wanted (Cont'd)

**Radio studio technician,** 13 years' experience World Broadcasting System, librarian, Presto and RCA recorder, sound effects man, program control man—prefer Pacific Coast station. Box 362, BROADCASTING.

**Chief Engineer** 5 KW up or station with expansion plans. 16 years' experience, 8 as chief on construction, studio, transmitter, directionals, field work, regional and national key operations. Now with 50 KW. Want complete charge of and responsibility for engineering department. About $5000 yearly depending on local conditions. Draft exempt. Correspondence invited. No hurry but if I make change want to be settled by Sept. 1st. Address Box 363, BROADCASTING.

**Engineer,** twenty years' experience all phases operation, maintenance, design, construction. Desires permanent connection as Chief engineer progressive station. Minimum seventy-five weekly. Box 357, BROADCASTING.

**Young woman,** Continuity Writer with unusually fine background in writing, production and national time buying experience, now employed in 50 KW station seeks new connection. Either permanent position as Time Buyer or Continuity Editorship desired. Seeking responsible position with commensurate salary. Box 360, BROADCASTING.

**Free lance copywriter** wants direct connection with advertiser. Box 361, BROADCASTING.

## Wanted to Buy

**Wanted** to buy either 250-, 500-, or 1000-watt approved broadcast transmitter. Also approved modulation and frequency monitors. Address Box 260, BROADCASTING.

**Wanted**—One Presto 6-N or 6-D Recording Turntable, one Presto Equalizer Slider Box, One Presto Model Y Recording complete with amplifier, One Presto Type 88-A Recording Amplifier. Write or wire price and condition to Box 355, BROADCASTING.

**Wanted:** F. C. C. approved frequency and modulation monitors Studio Console and associated equipment. P. O. Box 2204, Birmingham, Ala.

**Wanted** . . . Complete 1 KW transmitter and/or 1 KW amplifier for the RCA-1-D. S. H. Patterson, Radio Station KSAN, Zone 3, San Francisco.

**Have $5,000** and services to invest. Now manager midwest network station. Age 38, University graduate. Newspaper background. Box 367, BROADCASTING.

**Wanted:** 1 KW or 250 Watt transmitter, approved frequency and modulation monitors, 300-foot tower and coupling equipment for single tower. Also 50,000 feet bare copper wire No. 10 or larger. Box 368, BROADCASTING.

## For Sale

**For Sale,** several radiograph cutters and one Presto cutter. Box 359, BROADCASTING.

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**EQUIPMENT WANTED**

250 watt transmitter and all other accessories for 250 watt station. Give full details, description, etc.

**Regional Radio Sales Co.**
**225 E. Bradley Rd.**
**Milwaukee 9, Wisconsin**

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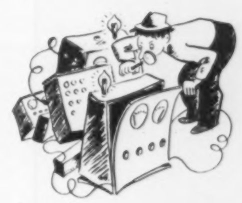

**NO COMPETITION . . .**

**NO EXCESS PROFITS TAX . . .**

WE WON'T BE COMPETITORS IF WE GET YOUR 100-250 WATT EQUIPMENT. (WE ALREADY KNOW STATIONS IN OUR AREA HAVEN'T ANY SUCH SPARE EQUIPMENT.)

IF YOU HAVEN'T SOLD YOUR EQUIPMENT BECAUSE THE SELLING PRICE WOULD BECOME EXCESS PROFITS TAX, HOW ABOUT A TRADE? WE'VE A NOVACHORD YOU COULD USE IN THAT EXTRA STUDIO.

WE'RE LOOKING FOR 100-250 WATT EQUIPMENT — TRANSMITTER, TOWER, CONSOLE, ETC.

**WRITE BOX 358**

**BROADCASTING**

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**EQUIPMENT WANTED**

1 kw transmitter and all other accessories for 1 kw station. Give full details, description, etc.

**Regional Radio Sales Co.**
**225 E. Bradley Rd.**
**Milwaukee 9, Wisconsin**

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***The* SCHOOL *of* RADIO TECHNIQUE**

*(America's Oldest School Devoted Exclusively to Radio Broadcasting)*

**SPECIAL SUMMER**

**6 Weeks' Day Courses**
**JULY 5 and AUGUST 2**

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**JUNE 19 and JULY 18**

***Taught by Network Professionals, for Beginner and Advanced students, include:***

**Announcing, Station Routine, Newscasting, Acting, Continuity Writing, Diction, Commentating, Voice, etc.**

**Co-ed. Moderate rates. Request Bklt. B.**

**R.K.O. BUILDING, RADIO CITY, N.Y.**
**CIRCLE 7-0193**

# Covering the Invasion From London

## British, Americans Work Together Setting Up Machinery

*Editor's Note: This story on radio preparations for coverage of the French invasion was written on the scene in London just before the channel-crossing got under way. Sent by radiotelegraph, it carried a June 5 date—just hours ahead of the first invasion flash. The author is the chief of NBC's London Bureau, former assistant to J. Harold Ryan when he was assistant director of censorship for radio and formerly with the Associated Press in Moscow and at other European capitals.*

By STANLEY P. RICHARDSON
Chief, London Bureau, NBC

LONDON—Most elaborate preparations have been made to cover the Second Front. After five weeks' observation the Press Relations Division has plotted operations to tell the world what is happening to parallel in details the plans of battle worked out by the military staff. Press Relations Division of the staff headquarters, AEF, is headed by Brig. Gen. T. J. Davis, USA, with British Brigadier W. A. S. Turner, Air Commodore L. F. Heald, and Col. R. Ernest Dupuy, former commentator of NBC's *Army Hour*, as deputies. This group organized the Press Relations office staff who will cover staff headquarters in London, advance command posts, and beginning with D-Day, those who will accompany various units to the European beachheads.

### Over 400 Accredited

Radio's part in the coverage of these operations will be large, indeed. Of 400 odd correspondents credited to staff headquarters, at least 50 carry credentials from the four major American networks and independent stations. In addition, American radio, through long established exchange agreements with the British Broadcasting Corp. and the Canadian Broadcasting Corp., will have the benefit of the recordings and dispatches produced by reporters attached to those organizations. Beyond our own radio sources and those of the foregoing affiliates, American broadcasters participate in the overall global pool at staff headquarters which is supplied with the dispatches of correspondents of newspaper agencies in the same way that the Allied and neutral press benefit from radio material.

A committee representing the four American networks, under the chairmanship of the writer, worked many months in creating an effective method of joint operations which will be necessary to handle a story of the magnitude of the invasion. At the same time, individual networks, working out their own plans of special coverage of broadcast features, will continue with their independent operations once the global pool is no longer in effect.

The problem of supplying the necessary technical facilities was very great. With the establishment of staff headquarters in the Ministry of Information Building, London, it became necessary to arrange studio set-ups as well as work rooms for the commentators with space to handle dub-ins, recordings, and a multitude of other operations necessary in large scale broadcasting. Through cooperation of the Ministry of Information and the BBC, floor space in the basement, formerly assigned to the United States Army and Navy, was speedily converted into well equipped, even if slightly improvised, broadcast headquarters.

Three studios were built and assigned to the broadcasters, numbered to correspond to the three available Trans-Atlantic circuits; viz: two commercial American Telephone and Telegraph-British Government Post Office circuits and one Army transmitter. Installation of the equipment and the necessary tests were completed in a fortnight.

### BBC Facilities

At the same time, facilities provided in Broadcasting House by BBC's American Division will continue to be available to take care of overflow or emergency.

NBC contemplates the following types of newscasts in covering the invasion. First, commentators who speak from London, where the first official news will be made available; secondly, broadcasts prepared in London from material dispatched by reporters in the field prior to the establishment of mobile equipment; thirdly, "live" reports supplied by men returned from operations, originating at transmitting points closer to the fighting front than London headquarters; fourthly, recorded material from reporters on sea and in the war areas; fifthly, "live" reports from beachheads, using equipment supplied by the United States Army as well as high powered BBC mobile transmitters.

Together with Gen. Davis, American broadcasters worked out a pooling operation designed to give maximum information to American listeners. During the global pool period the voices of various network reporters will also be available to listeners of other networks. This unusual practice is called forth by the complex nature of the operations and a desire to provide complete coverage for the American public. Furthermore, the hazardous nature of some assignments would make it improper to arrange exclusive scoops to say the least.

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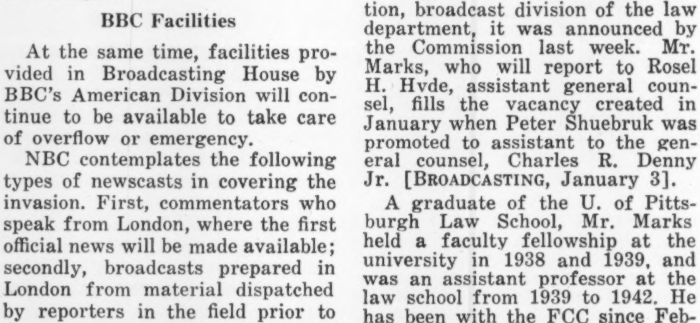
# Leonard Marks Named Chief of New-Facilities

LEONARD MARKS, senior attorney for the FCC, has been appointed chief of the new-facilities section, broadcast division of the law department, it was announced by the Commission last week. Mr. Marks, who will report to Rosel H. Hyde, assistant general counsel, fills the vacancy created in January when Peter Shuebruk was promoted to assistant to the general counsel, Charles R. Denny Jr. [BROADCASTING, January 3].

A graduate of the U. of Pittsburgh Law School, Mr. Marks held a faculty fellowship at the university in 1938 and 1939, and was an assistant professor at the law school from 1939 to 1942. He has been with the FCC since February 1943.



Drawn for BROADCASTING by Sid Hix
*"Those Old Federal Questionnaires From WOOF Really Put Over Our Paper Salvage Drive!"*

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# Good Demand Seen For Radio Devices

## Survey Shows Number of Sets Not in Working Condition

ONLY 8½% of the 90% of U. S. households with radios have sets out of order, the second report of the third survey of consumer requirement of the Office of Civilian Requirements revealed last Saturday. The second report covers miscellaneous household goods, including radio receiver tubes and batteries, whereas the first report was on consumer durable goods.

There are approximately 33,000,000 households with radios, numbering about 50,000,000 sets when multiple ownership is taken into consideration, says the OCR. Only 39,000,000 of these sets are in working order, however, but the percentage of sets out-of-order in rural areas is considerably higher than in urban centers. The number of households with no radio in working condition hasn't changed materially since last year, the OCR report showed.

### Many Repaired

Regarding repairs, the OCR found out that nearly 30% of the radio households have one or more sets which have been in need of repair since Jan. 1, 1944. Of this 30%, one-third did not bother to have repairs made, one-third did have their set or sets repaired, and one-third tried to obtain repair parts or service and failed.

Since Jan. 1, 1944 there have been 2,432,000 households in the market for radio batteries, and 6,351,000 households have been in the market for radio tubes, says the report. Those households in the market today—those who would buy immediately if radios were plentiful—number 2,181,000 for batteries and 6,092,000 for tubes. Of the 2,432,000 households in the market for batteries since Jan. 1, 30% were successful in getting them; of the 6,351,000 in the market for tubes, 39% were successful. To those who were unsuccessful in getting the batteries and tubes they wanted, the OCR posed this question: "How much difference did it mean to you not to get the batteries and/or tubes?" Of these who did not get the batteries they wanted, 49% reported that "real inconvenience" or hardship would result; of those who did not get the tubes they wanted, 41% reported "real inconvenience."

The demand for tubes, the OCR found out, appeared to be three for every two households, or 1½ tubes are currently required by each household.

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# Clausen Joins WCKY

MAJ. WALTER B. CLAUSEN, author, and war correspondent, has joined WCKY Cincinnati, as news analyst. He will be heard at 6 and 11 p. m. daily for Hudepohl Brewing Co. Agency is L. F. McCarthy & Co., Cincinnati.

**Mayor** John B. Gage of Kansas City, Missouri, says this of radio, "Our most important task today is to establish complete and accurate public understanding of the complex problems of modern civilization. A free, independent and competitive radio industry, stepping up constantly by improved methods and technological advances, its public service features, goes far to meet this challenge. Let the mass of the people really know the truth, and our future under a democratic government is secure."

DEDICATED
IN BEHALF OF
AMERICAN
BROADCASTING
TO THE HOME AND THE COMMUNITY

## RADIO SERVES THE CITY

This nation is the patchwork quilt of cities, large and small, like those in the Heart of America. The responsibility of radio to these communities is vital. KMBC, as one component part of America's great broadcasting system, is aware of its obligations to the area it serves. Such alertness is evidenced by the prestige KMBC holds in the Heart of America—prestige for itself and for those associated with it. No little wonder why civic leaders throughout the land echo the words of Mayor Gage—*I congratulate the radio industry, including KMBC of Kansas City, on its present accomplishments and the bright promise of the future.*

# KMBC

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